

Module 3: Business to Business Sales process

Topic: Sales Skills

Writing assignment: Sales meeting “improving our sales skills” (Week 11)

(This activity is required to be complete it before coming to class)

A. Purpose (Why?):

The purpose of this assignment is to **evaluate the most important sales skills in the business to business sales process and how they can be implement it** by different companies.

B. Audience and context (Who and Where?):

Context (Where?): You are going to play the role of **the sales director for a small company** and you are **having a meeting with the owner** and **during the meeting** you want to explain to him (1) what the most important sales skills are, (2) how other companies are implementing it and (3) how do you suggest to start implementing it in the company.

Audience (Who?): The audience for your writing assignment will be **the owner of the company;** this role will be play by a **classmate that will act as a reviewer, and the instructor.** You need to demonstrate to them that you are **prepared to have meaningful discussion and interactions during this conversation** by showing your **comprehension of the topic.**

C. Task (What?)

After reviewing the assigned weekly materials, **in writing (1) evaluate and explain the most important sales skills, (2) identify and explain three companies in which the sales force has these types of skills. (3) Close your meeting by suggesting how to adopt these sales skills in the company.**

D. Format (How?);

Write your assignment on web-courses in the entry text box form under the title “Find the Company (Week 11)”; as a form of dialogue that is occurring during the meeting. It is important to give credit to the author of the idea that you are going to share or explain. To do this **follow the APA format** like for example: According to **Valdez (2015)** sales is a great business field.

E. Interactive components (Peer-review assignment):

This is a **peer-review activity**, that means you are going to need to review the weekly material and entry your assignment **before Saturday 11:59 P.M.** so another student will have Sunday and part of Monday before our following session **to grade your work based in the defined rubric** for the assignment. And **you will do the same**, after Saturday 11:59 P.M. you are going to need to **review an assignment assigned to you automatically from web-courses.**

F. Evaluative criteria:

Is important to mention if you don't submit your writing by the due date you can't peer review another assignment. To have all the points for this assignment you need to do your assignment and review another student assignment during the specific period of time. **Read the following evaluative criteria in the task-specific rubric before submitting your writing.**

Rubric for Find the Company Week 11:

Criteria 1: The Sales Director provides a clear evaluation and explanation of the most important sales skills.	3 Meets the criteria at high level; clear evaluation and explanation.	2 Meets some criteria; uneven evaluation and explanation.	1-0 Meets few criteria =1 Or doesn't meet criteria =0	Total Points
Criteria 2: The Sales Director identify and explain clearly three companies in which the sales force has these types of skills	3 Meets the criteria at high level; clearly identify and explain 3 companies with specific set of sales skills.	2 Meets the some criteria; uneven identification and explanation of companies with specific set of sales skills.	1-0 Meets few criteria =1 Or doesn't meet criteria =0	
Criteria 3: The Sales Director closes the meeting by suggesting in a clear way how to adopt these sales skills in the company.	3 Meets the criteria at high level; clearly closes the meeting suggesting how to adopt the sales skills in the company.	2 Meets the some criteria; uneven closes the meeting suggesting how to adopt the sales skills in the company.	1-0 Meets few criteria =1 Or doesn't meet criteria =0	
Criteria 4: The Sales Director cites the authors from the weekly assignments.	Yes = 1 points	No= 0 points		