

Syllabus  
**BAE4036 International Technical Sales 3 (ITS3)**  
Prof. Dr.-Ing. Reiner Bühler  
Winter Semester 2024/25

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<b>Level</b>	Bachelor	
<b>Credits</b>	3	
<b>Student Contact Hours</b>	2	
<b>Workload</b>	90 hours	
<b>Prerequisites</b>	Modules ITS 1/2	
<b>Time</b>	s. LSF	
<b>Room</b>	s. LSF	
<b>Start Date</b>	8 October 2024	
<b>Lecturer(s)</b>	<b>Name</b>	Prof. Dr.-Ing. Reiner Bühler
	<b>Office</b>	T1.2.23
	<b>Office Hours</b>	Mittwoch 9:30 - 11:15
	<b>Phone</b>	07231 28-6244
	<b>Email</b>	<a href="mailto:Reiner.Buehrer@hs-pforzheim.de">Reiner.Buehrer@hs-pforzheim.de</a> (preferred mode of communication)

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## **Summary**

The main task of Technical Sales is to find the right customer for my product and how do I convince and sell the products of my company as a future sales engineer to my business customers? Sales is the most important activity in any company, because without "sales", the company does not generate any revenues and therefore cannot exist.

The sales engineers are the figurehead of the company because they represent the company to the outside. The supreme discipline here is the "International Technical Sales" of products that require explanation, these are usually more complex machines, robots and systems for the investment goods industry. This means that customers will only buy the products if you are able to convince them of the advantages and benefits of your product, the so-called USP (unique selling proposition). In addition you have to prove your customer a positive ROI analysis and you as a sales engineer ultimately gain the trust of the customer, to stand out from your competitors.

## **Outline of the Course**

The students of the module ITS3

- know the tasks of an engineer in the field of technical sales
- understand the importance of a confident and sovereign appearance towards customers.

Customers:

- know that the sales engineer is an open and honest listener, consultant and partner of the customer
- are able to apply this knowledge through their own experience in the simulations or role plays when planning and carrying out an initial customer contact.

### Overview:

The sales engineer is the customer's contact person from the planning stage through the use of the product and thus throughout the entire life cycle.

We have developed a holistic approach across the entire sales process: starting from the customer's needs, to the presentation of your company and its products to the customer, to the preparation and the presentation of the offer to the customer, finally the contract signing and subsequently the possible maintenance.

The interaction with your customer usually starts with the first contact, "cold acquisition", followed by various e-mails and phone calls, digital and on-site presentations and customer visits. In the form of role play and simulations you will be prepared for exactly these situations in your future practical professional life. You will improve and develop your presentation and negotiation skills and we will discuss the custom fit and hands-on design of e-mails, business correspondence and presentation documents as well as the necessary structure and content of offers.

The participants will be brought up to speed with the learning objectives conveyed in the **theoretical part** of the lecture so that they can take on leadership and management tasks in sales organisation, for example in management consulting or as key account managers. Accordingly, the participants

- are familiar with the tasks of sales,
- understand how important it is to deal with customers in a trusting manner,
- know how to prepare offers and conduct negotiation situations with confidence,
- can plan and implement sales projects with a technical background.

The seminar has a high **practical relevance**. The following tasks are deepened in teamwork and refined in role plays:

- Developing holistic approaches, starting with the customer's needs, presenting the company and its products to the customer, and presenting the offer.

- Building a trusting customer relationship, from the first customer contact to the first and follow-up order.
- Structure and content of offers as well as negotiation techniques.
- Persons who work in SALES are contact persons for the customer, from planning to the use of products and services over the entire life cycle.
- During the seminar, the tasks are prepared by the participants in homework and seminar presentation and carried out in role plays.

### **Course topics:**

In the Theoretical Part you will learn in the lessons the basics of sales:

- Introduction and basics
- The customer, the unknown entity
- Communication and customer approach in sales
- Processing and preparing offers
- Negotiation and closing (sales techniques)
- After sales and follow-up

In the Practical Part you will learn applying the entire sales process from the initial contact "cold calling", the presentation of the company and products to the customer to the structure and content of offers as well as negotiation techniques are the content of the lecture and are prepared in the form of simulation on the part of the students and practice in role plays.

For this, you will get a case study from the automotive sector.

## Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes	Course Intended Learning Outcomes
After completion of the program the students will be able...	After completion of the course the students will be able...
<b>1 Expert Knowledge</b>	
1.3 ...to demonstrate their distinguished and sound competencies in General Business Administration.	...to understand the interdependencies between customers` requirements and company-specific conditions.
1.8 ...to demonstrate profound expert knowledge in their field of specialization.	...to apply trading and market based management of a company in a realistic corporate environment of a start-up environment.
<b>2 Digital Skills</b>	
2.1 ...to know and understand relevant IT software tools used in business and their features and have a solid understanding of digital technologies.	... to convince the customers of the product or technical solution, which was engineered tailormade for the customer.
<b>3 Critical Thinking and Analytical Competence</b>	
<b>4 Ethical Awareness</b>	
...to develop sound strategies in the areas of ethics, sustainable development and social responsibility and are able to apply them to typical economic decision-making problems.	... to understand ethical conflicts (introduction/mediation).
<b>5 Communication and Collaboration Skills</b>	
5.1 ...to express complex issues effectively in writing.	
5.2 ...to demonstrate their oral communication skills in presentations.	... to deliver multimedia presentations.They can manage the entire sales process from the initial contact "cold calling", the presentation of the company and products to the customer to the structure and content of offers. They can apply negotiation techniques and they know how to build a trusting relationship with the customer.
5.3 ...to work successfully in a team by performing practical tasks.	... to work together successfully (joint work of students from technical sales and marketing).
<b>6 Internationalization</b>	

### Teaching and learning approach:

The learning method is based on a three-phase approach. In the first phase you will learn the basics of sales in a B2B environment. All participants will receive fundamental information about International Technical Sales and further seminar material and guides.

In the second phase you will receive the case study with an introduction to the main subject-related contents. During the second session the students will be divided into working groups.

The third phase will be "your part" as a founder of a start-up in the factory automation industry who tries to acquire his first major customer. We wish you much success. Assessment:

The performance of the students will be measured through several components, which will be better explained during the first session.

- 1 – excellent (pass grade) = outstanding work
- 2 – good (pass grade) = work which is above average
- 3 – satisfactory (pass grade) = average work
- 4 – sufficient (pass grade) = work with shortcomings which still meets requirements
- 5 – insufficient (fail grade) = work with severe shortcomings - does not meet requirements

### **Course material:**

- Seminar material (first part) and case study (second part)
- Kotler, P., Keller, K., Opresnik, M.: Marketing-Management. 14. Edition, München u.a.: Pearson, 2015.
- Kleinaltenkamp, M. Business Relationship Management and Marketing: Mastering Business Markets [Online], Berlin, Heidelberg, Springer, 2015.
- Preußners, D.: Sicheres Auftreten für Ingenieure im Vertrieb, Gabler, Wiesbaden, 2021
- Rentzsch, H.: Kundenorientiert verkaufen im technischen Vertrieb, 4. Aufl., Gabler, Wiesbaden, 2008
- Hüffmann, P.: Der Vertriebsingenieur, VDE, Offenbach, 2001
- Kleinaltenkamp, M.; Saab, S.: Technischer Vertrieb: Business-to-Business Marketing (VDI), Springer, Berlin, 2009

### **Further literature:**

- Fritz, W.; Oelsnitz, D.: Marketing - Elemente marktorientierter Unternehmens- führung. 4. Edition, Stuttgart: Kohlhammer, 2006
- Wöhe, G.: Einführung in die Betriebswirtschaftslehre. 24. Edition, München: Vahlen, 2011.
- Backhaus, K.: Industriegütermarketing, 10. Edition, München: 2014.

### **Academic Integrity and Student Responsibility**

- Be fair to your fellow students
- Arrive on time and do not leave early
- Use the lecture to understand course topics and relating issues to other courses.

### **Code of Conduct for Students**

- Take an active part in the lecture and discussions in course
- Re-work course content continuously
- Work cooperatively in your team. In case of any doubt or problem please feel free to contact me as soon as possible.

**My teaching philosophy:**

I will do anything to ensure that you achieve a successful learning progress and understand the practical meaning of the course contents. It is important to me that you develop independent and market-oriented thinking and learn how the sales process in the B2B industry works. Also the technical background of an engineer in the factory automation is essential to learn how the business works.

After every role play you will get an individual feedback about your task in the sales team.

Questions about course contents should be asked as soon as possible during the course. Your comments, if they are useful for the learning progress, are welcome. I really want you to complete the course successfully, but the main work is up to you. I care not only about your mastering of the course, but also about you gaining important knowledge and understanding its contents. Finally, if you have enthusiasm for your future career, it will be great.

**Schedule (changes may be necessary):**

Block #	Time	Room	Subject
1	Oct. 8 <sup>th</sup> 2024 08:00 - 13:00	T2.4.10	First session, kick off; Theoretical Part Lessons about B2B Technical Sales; Second Part: Introduction Case Study and set of the groups
2	Oct. 15 <sup>th</sup> 2024 08:00 - 13:00	T2.4.10	Phase 1 of the Case Study; Start-up Groups present their solutions and play their prepared role model in Technical Sales with Discussion and Feedback
3	Oct. 22 <sup>th</sup> 2024 08:00 - 13:00	T2.4.10	Phase 2 of the Case Study; Start-up Groups present their solutions and play their prepared role model in Technical Sales with Discussion and Feedback
4	Oct. 29 <sup>th</sup> 2024 08:00 - 13:00	T2.4.10	Phase 3 of the Case Study; Start-up Groups present their solutions and play their prepared role model in Technical Sales with Discussion and Feedback
5	Nov. 5 <sup>th</sup> 2024 08:00 - 13:00	T2.4.10	Phase 4 of the Case Study; Start-up Groups present their solutions and play their prepared role model in Technical Sales with Discussion and Feedback

**Further information:**

1. It is mandatory to take part at each appointment for all participants. Each team member has to play an active role during the presentation appointments and role plays.
2. Language: German

**3. Learning objectives and outcomes:**

After completing this course, you

- will know how to make objective market- based sales decisions
- will be able to develop an advertising and communication strategy for a specific company
- will have some initial experience in the practical use of Sales experience
- will be aware of the right strategic action and will know how to capable of presenting and defending decisions to stakeholders in an appropriate manner.