In this assessment, you will have to propose as the Sales manager an Executive Sales Plan for a product or service containing the following elements:

1. Choose 2 topics out of the given list of topics of the key concepts learnt within the module, and argue with appropriate arguments and reasoning their importance and application to your particular organization, taking into account the international selling environment. ***Please include*** in my executive sales plan: ***Lead Generation and Buyer’s Behaviour.***
2. Clarify your sales objective with regards to organizational buyers (B2B) and customers (B2C) and organization structure of the sales team you want to have in order to support this.
3. Propose a people management tool increase motivation and / or productivity of your sales team and defend your choice.

Focus your attention on it:

**Sales compensation plan**: the strategy that businesses use to pay salespeople and drive their performance in a way that will help the business become more profitable.

* Ways to compensate salespeople:
* ‒  Salary only
* ‒  Commission only
* ‒  Base salary plus commission
* ‒  Base salary plus bonus
* ‒  Absolute commission
* ‒  Relative commission

**Other ways to motivate salespeople to perform are recognition, awards, clubs, contests, games, etc.**

 For this section it is recommended to take 1 tool to increase and work on that in detail instead of using more then 1 tool but then not going sufficiently in debt regarding the opportunities and challenges this can create.

1. Provide a forecast and budget for the following year.(The forecast will only reflect the first month of the coming year.) based on data given
2. Offer 2 specific recommendations regarding law,ethics and international selling perspective

Other readings to argue the case should be of a good academic value. They can be taken from academic textbooks or academic articles taken from google scholar.

**Assessment Criteria:**

This assessment will be marked according to the following criteria:

**-Knowledge and understanding (25%)**:

The students should clearly demonstrate the understanding of the key concepts of the module in a new context. They are expected to provide relevant information, appropriate arguments and even the application into a new environment.



**-Cognitive Skills (35%):**

The students are expected to bring their own approach to key issues in the plan (sales objectives, motivational tools). They must show the rationale of their decisions to support their managerial choice.

-**Practical and professional skills (20%)**:

Students will need to provide an analysis of a forecast and suggest a budget based on this. Through the recommendation given, the student will demonstrate its professionalism in a Executive Sales plan

-**Transferable and key skills (20%)**:

Students will need to organize the work in a concise, clear yet attractive way, using the correct professional language. The student is expected to correctly cite using Harvard style referencing .

Do note the word count will is indicative but will not influence the grade as such

LIST of KEY CONCEPTS :

Choose 2 topics out of the given list of topics of the key concepts learnt within the module, and argue with appropriate arguments and reasoning their importance and application to your particular organization, taking into account the international selling environment.

2 ***selected*** topics are ***Buyer’s behavior and Lead generation***