B2B Sales Fundamentals

This document gives a range of useful information for this course including general information, a course schedule, assessment information and how to get help. Ready to enrol? Take the next step at uconline.ac.nz/online-courses/b2b-sales-fundamentals.

General Information

Item	Description
Course Length	This is a self-paced course, typically available for a six-month period but it is suggested you complete it over a 6 – 8 week period.
Course Description	Success in sales is not about your product or service. Sales is about problem solving, working with your customer to understand their problems, and identifying how your product or service can solve these problems in a way that positively impacts their business. This online course provides the learner with a sales method that enables them to understand what a salesperson does for their customer, then plan how to do it for more of them, more often. It provides a practical "How to" approach for those new to Business to Business (B2B) sales or Small to Medium Enterprises looking to build their sales capability who don't quite know where to start. In this course we seek to demystify the roadmap to success for those embarking on a B2B sales journey through instruction, personalised activities, feedback and the opportunity to connect with other learners throughout the course.
Learning Outcomes	• Given an overview of the sales process, the learner will be able to articulate in detail their own sales situation. • Given the direction, the learner will be able to describe in detail their own motivations for selling. • Provided a summary of the market, learners will demonstrate a deep understanding of their industry, customers and how they solve problems for their customers. • Provided specific models, learners will be able to categorise their customers, link customers to products and identify ways to grow their sales. • Given a process model, learners will develop their sales process through what they say, linking to customer needs, understanding ways to progress, and close the deal, and use of a Customer Relationship Management (CRM) system.
Learning Impact	For anyone in a B2B Sales role this will give them a clear strategy on maximising their opportunities for sales.
Delivery	All UC (University of Canterbury) Online courses are fully online. You can learn anywhere, any time, and you won't need to visit a campus.

	This course is self-paced which means you can complete the course at a pace that suits you, although we recommend you don't spend too long to complete it in order to maintain a momentum.
Estimated hours per week	We estimate your engagement would be about 2.5 hours a week over 8 weeks.
Qualification	**Short course in B2B Sales Fundamentals:** This is a short course that recognises the achievement of specific skills, experience, or knowledge. If you successfully complete the **short course in B2B Sales Fundamentals** your results will be recognised through a digital badge you can add to your LinkedIn profile or online CV.
Academic points	Being a short course there are no specific academic points associated with this course.
Recommended prior learning	Learners will need to be already working in a Business to Business Sales environment to undertake the activities and apply the learning
Who is this course for?	Those new to / working in a sales role – looking to gain clarity of purpose and strategy, and identify the behaviours and systems required to grow their sales.
Technology Requirements	- We recommend a laptop or desktop computer and a reliable internet connection. - Word processing software (like Microsoft Word or Google Docs) to complete your assignments.
How the course works	You'll need to work through this course sequentially. It's divided into 6 modules. Use the navigation block on the left to move from one module to another. Each module includes the following material: - Specific **learning objectives** and module **introduction**. **Topic content** using a range of media. - A **discussion forum** topic. **Activities** to apply what you've learnt and/or discuss with your peers and facilitator. - A **'temperature check' survey** to seek your feedback about your experience as a learner. You will gain access to the second half of the course only if you submitted a document for your half-way check.
Assessment	To receive a passing grade for this course, you need to have attempted all activities and to have received an overall grade of at least 50%. For more details see the assessment schedule below.
Pricing	Domestic learners: **$200.00** incl. GST International learners: **$279.45** incl. GST **Note:** GST is only applicable for learners living in New Zealand during their study.

Course schedule (suggested)

Week	Module	Assessment
0-1	Getting started	
	Introduction	
2	1: Knowing what you do	Course workbook part 1 (no submission)
3	2: Knowing why you do it	Course workbook part 2 (no submission)
4 - 5	3: Knowing who you do it for	1: Half-way check – course workbook parts 1 -3
6	4: Knowing where to do it	Course workbook part 4 (no submission)
7	5: Knowing how to do it	Course workbook part 5 (no submission)
8	6: Knowing how to do it more	2: Final check – course workbook 4 - 6
	Conclusion	

Assessment

There are two assessments in this course:

Assessment	Name	Weight	Due date	Feedback
1	Half-way check	50%	Two weeks prior to course end	Workbook submission, feedback within 7 days
2	Final check	50%	Before course end	Workbook submission, feedback within 14 days

Your course total grade is calculated based on the weighting of each assessment. To pass the course you need a course total of over 50 (out of 100).

You may attempt each assessment up to two times. You do not need a passing grade for every single assessment, but you do need to engage with/complete all assessments.

How to get help

- For general help on how to use the UC Online learning environment, select Help at the top of the course screen.
- If can't find the answer that you are looking for please email UC Online Learner Support: support@uconline.ac.nz.