

ACCELERATING BUSINESS DEVELOPMENT & SALES IN A DIGITAL WORLD

International MBA IMBA-EN SEP-2024 S-MBS

Area Marketing and Communication

Number of sessions: 15

Term: Concentrations

Category: regular

Language: English

Professor: **MARCUS JOSEPH SHERWIN**

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[Marcus Sherwin](#) combines both an academic background with over a decade of professional experience in the tech sector.

Holding a Bachelor's degree in History and Classical Studies from University College Dublin and an MBA from Universidad Carlos III Madrid he brings a unique blend of historical insight and business acumen.

His expertise, particularly in sales & digital media strategies, has been honed through significant roles in leading multinational companies, making him a valuable contributor to both academic and industry discussions in technology and business strategy.

Office Hours

Office hours will be on request. Please contact at:

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SUBJECT DESCRIPTION

In today's digital-first landscape, sales and business development professionals must adapt and innovate to thrive. This course, "Accelerating Sales and Business Development in the Digital World," equips students with the skills, strategies, and digital tools needed to drive growth and customer engagement in a rapidly evolving market. Over 13 sessions, participants will explore the full spectrum of modern sales tactics—from building effective digital sales funnels and using AI-driven insights to mastering cold calling and solution selling.

Through a mix of theory, real-world case studies, interactive simulations, and hands-on projects, students will learn to construct and optimize marketing funnels, craft personalized sales scripts, and leverage CRM and social media platforms like LinkedIn and TikTok to enhance their outreach. Additionally, the course covers essential skills in customer segmentation, negotiation, storytelling, and strategic proposal building, all framed within a digital context.

There will also be guest speakers during the course whom will share their experience with the students.

LEARNING OBJECTIVES

By completing this course, students will be equipped with the sales strategies and digital tools essential for success in today's competitive market. Key learning objectives include:

Creating High-Impact Sales Funnels: Know how to build and optimize targeted digital sales funnels that drive leads and conversions through effective customer engagement across multiple channels.

Maximizing Digital Platforms and CRM for Outreach: Understand tools like LinkedIn Sales Navigator, CRM systems, and social media to reach high-value prospects, manage relationships, and capitalize on data-driven insights.

Enhancing Cold Calling and Solution Selling Techniques: Hone techniques for cold calling and solution selling, enabling students to swiftly connect with clients, address their needs, and confidently close deals.

Crafting Customer-Centric Sales Strategies: Use segmentation and buyer persona development to tailor approaches, speak to customer pain points, and deliver solutions that resonate.

Accelerating Sales with AI and Sales Analytics: Leverage AI and analytics tools to identify sales opportunities, enhance efficiency, and make data-backed decisions for strategic growth.

TEACHING METHODOLOGY

IE University teaching method is defined by its collaborative, active, and applied nature. Students actively participate in the whole process to build their knowledge and sharpen their skills. Professor's main role is to lead and guide students to achieve the learning objectives of the course. This is done by engaging in a diverse range of teaching techniques and different types of learning activities such as the following:

Learning Activity	Weighting
Lectures	30.0 %
Discussions	20.0 %
Exercises in class, Asynchronous sessions, Field Work	15.0 %
Group work	15.0 %
Individual studying	20.0 %
TOTAL	100.0 %

AI POLICY

Specific use cases of GenAI are encouraged

Generate artificial intelligence (GenAI) tools may be used in this course for describe acceptable use cases, e.g. research, idea on, generating an outline, proofreading, grammar check, coding, image generation with appropriate acknowledgement. GenAI may not be used for describe the limitations, e.g. assignments, group submissions, exams. If a student is found to have used AI-generated content inappropriately, it will be considered academic misconduct, and the student might fail the respective assignment or the course.

PROGRAM

SESSION 1 (LIVE IN-PERSON)

Introduction to Digital Business Development and Sales

Topics Covered: Overview of the digital sales landscape.

Key digital trends in business development.

Importance of adapting traditional sales to digital-first approaches.

Activity: Group discussion on recent changes in digital sales and business development.

SESSION 2 (LIVE IN-PERSON)

Building an Effective Sales and Marketing Funnel

Topics Covered: Stages of the marketing funnel: Awareness, Consideration, and Decision.

Key Performance Indicators (KPIs) at each stage.

Setting up and optimizing a digital marketing funnel.

SESSION 3 (LIVE IN-PERSON)

Understanding Buyer Personas and Customer Segmentation

Topics Covered: Psychographic, demographic, and firmographic segmentation.

Creating detailed buyer personas and understanding customer pain points.

Leveraging segmentation to personalize sales approaches.

SESSION 4 (LIVE IN-PERSON)

Developing a Sales Strategy for One-to-One and One-to-Many Models

Topics Covered: Differences between one-to-one & and one-to-many sales approaches.

Personalization techniques in direct and mass outreach.

Sequencing and nurturing campaigns for different customer types.

SESSION 5 (LIVE IN-PERSON)

Building and Managing a Digital Sales Team

Topics Covered: Structuring a sales team: functional, geographic, product-based, and hybrid models.

Recruiting, training, and compensating a high-performing sales team.

Leveraging collaboration tools and establishing team goals.

SESSION 6 (LIVE IN-PERSON)

Sales Scripts, Cold calling and Positioning Statements

Topics Covered: Fundamentals of creating and using sales scripts.

Crafting an effective positioning statement.

Role-playing scenarios and overcoming common sales objections.

SESSION 7 (LIVE IN-PERSON)

The Role of Technology in Sales - CRM and Sales Tools

Topics Covered: Overview of CRM systems and sales intelligence tools.

Integrating CRM with other tools for enhanced sales performance.

Using automation for lead tracking, customer interaction, and data analysis.

SESSION 8 (LIVE IN-PERSON)

LinkedIn and Social Media for Business Development

Topics Covered: LinkedIn's Sales Navigator and other social media platforms.

Developing and nurturing relationships through social selling.

Leveraging TikTok's interest graph and short-form video for engagement.

SESSION 9 (LIVE IN-PERSON)

Go-to-Market Strategies for New Products

Topics Covered: Building a go-to-market (GTM) sales strategy.

Identifying market opportunities and customer needs.

Developing a pitch and proposal for new products.

SESSION 10 (LIVE IN-PERSON)

Negotiation and Influence in Digital Sales

Topics Covered: Principles of negotiation and influence: BATNA, ZOPA, tactical empathy.

Techniques in distributive and integrative negotiation.

Mastering objection handling and persuasive communication.

SESSION 11 (LIVE IN-PERSON)

Advanced Storytelling for Sales

Topics Covered: Storytelling frameworks (e.g., "Why You, Why Now, Why Us").

Creating compelling sales narratives and proposals.

Using storytelling to enhance brand loyalty and customer engagement.

SESSION 12 (LIVE IN-PERSON)

AI and Sales Acceleration Technologies

Topics Covered: Introduction to sales acceleration tools and AI applications in sales.

How AI enhances targeting, segmentation, and customer insights.

Ethical considerations and limitations of AI in sales processes.

SESSION 13 (LIVE IN-PERSON)

Course Review and Exam Preparation

Topics Covered: Review of key course topics: sales sequences, funnel strategies, segmentation, CRM, negotiation, and AI.

Exam overview: covering essay questions and case study approach.

SESSION 14 (LIVE IN-PERSON)

Group presentations on final project

SESSION 15 (LIVE IN-PERSON)

Final Exam will be based on content of the course with essay questions and a case study.

EVALUATION CRITERIA

criteria	percentage	Learning Objectives	Comments
Final Exam	20 %		
Individual presentation	30 %		
Group Presentation	30 %		
Class Participation	20 %		

FAILING GRADE AND REASSESSMENT

When students receive a Fail in a course, they have the opportunity to present themselves for reassessment in order to earn the necessary credits toward graduation.

The reassessment of students should be scheduled between 5 and 10 working days after the review session takes place.

Grades for the reassessment are limited to a Low Pass and Fail.

Both, the initial Fail as well as the grade of the reassessment remain on the transcript. For the purpose of calculating the GPA however, only the grade of the reassessment is to be considered. Students receiving a failing grade in the reassessment of a course will not be able to continue in the program.

BIBLIOGRAPHY

Recommended

- Jill Konrath. *Selling to Big Companies*. ISBN 1419515624 (Printed)
teaches the intricacies of corporate selling

https://www.amazon.com/Selling-Big-Companies-Jill-Konrath/dp/1419515624/ref=sr_1_1?dchild=1&keywords=selling+to+big+companies&qid=1630697053&sr=8-1

- David Hoffeld. *Science of Selling*. ISBN 0143129333 (Printed)
<https://www.amazon.com/Science-Selling-Strategies-Influence-Decisions/dp/0143129325>

- Chris Voss. *Never split the difference*. ISBN 978006240780 (Digital)
<https://www.amazon.com/Never-Split-Difference-Negotiating-Depended/dp/0062407805>

- Robert Cialdini. *Influence The psychology of persuasion*. ISBN 9780061241 (Digital)
<https://www.amazon.com/Influence-Psychology-Persuasion-Robert-Cialdini/dp/006124189X>

BEHAVIOR RULES

Please, check the University's Code of Conduct [here](#). The Program Director may provide further indications.

ATTENDANCE POLICY

Please, check the University's Attendance Policy [here](#). The Program Director may provide further indications.

ETHICAL POLICY

Please, check the University's Ethics Code [here](#). The Program Director may provide further indications.

