

**Fiche de cours 2025-2026**

**Bachelier en** Erasmus

**Bloc** 1

**Niveau CEC** 6

**Code Activité d'apprentissage** ERA2071

**Nom Activité d'apprentissage** Sales and Negotiation Techniques in a diverse Environment

**Responsable(s)**

**Enseignant(s) intervenant(s)**

**Crédits ECTS** 3.0

**Quadrimestre** 2

**Obligatoire** Oui

**Pondération** 60.00

**Catégories compétences**

**Prérequis** N/A

**Co-requis** N/A

**Est prérequis de** N/A

**Contexte** Cette activité d'apprentissage fait partie de l'UE ERA207-International Negotiations (5.0 crédits ECTS)

**Code UE** ERA207

**Nom UE** International Negotiations

**Crédits ECTS UE** 5.0

**Report de note** En cas d'UE non validée, possibilité de reporter la note des activités d'apprentissage réussies (cote sur 20 supérieure ou égale à 10)

**Langue** Anglais

**Acquis d'Apprentissage Terminaux** The aim of this module is to equip students with the essential skills and techniques to successfully sell and negotiate in international and sustainable business contexts. Students will learn how to prospect efficiently, understand customer needs, build trust, deliver persuasive sales pitches, manage objections, and manage the complete sales and value-creating negotiation process.

**Contenu Indicative Contents:**

- Introduction to sales and negotiation
- The importance of value creation and sustainability
- Understanding customers & decision making process & building trust
- Communication Skills for salespeople (active listening, questioning techniques, disc...)
- Prospecting & preparation
- The sales pitch and explaining prices
- Handling objections & complex concerns
- Closing techniques
- Negotiation strategies & styles
- Negotiation in practice: preparing , leading and customer relationship management

**Méthode d'enseignement Teaching and Learning Methods:**

- Learning modules presented and discussed in class (theory and examples)
- Active participation into group work and role-play exercises in class
- At home preparations, exercises and assignments
- Hands-on learning through research and case studies (individual or as group assignments)
- Some evaluations can take place online, like quizzes.

**Acquis d'apprentissage intermédiaires et/ou spécifiques** The students will be able to manage the complete sales and value-creating negotiation process:

- Analyzing customer needs, decision-making processes, and market dynamics
- Developing and delivering persuasive, value-focused sales presentations
- Applying communication skills, including active listening, questioning techniques, DISC personality types and non-verbal cues
- Defining (sales) negotiation strategies, planing and conducting them
- Assuming prices, responding effectively to objections, and applying closing techniques

They will be exercising their sales techniques and soft skills with real product/service cases.

**Supports de cours indispensables**

*Supports de cours indispensables, sans lesquels l'apprentissage n'est pas possible, sans lesquels l'étudiant ne peut suivre les cours de manière effective et qui sont essentiels pour la préparation de l'évaluation (ex. : exercices, TP, ...)*

Forme	Description
Support de présentation	PDF and slides
Parcours pédagogique sur Moodle	Tutorials and various online resources

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**Supports de cours complémentaires**

*Supports complémentaires (ex. : syllabi, ouvrages ou supports plus volumineux diffusés par la CIACO)*

Forme	Description

**Modalités d'évaluation générales**

%	Période	Nature
60	Evaluation permanente du deuxième quadrimestre	Ensemble de devoirs ou travaux
40	Evaluation de fin de deuxième quadrimestre	Epreuve écrite et/ou orale

**Modalités d'évaluation spécifiques (MES)**

%	Période	Nature
Néant		

**Modalités d'évaluation de seconde session**

%	Période	Nature
100	Evaluation de seconde session	Epreuve écrite et/ou orale

**Commentaires concernant les évaluations** Ongoing assessment: assignments, (group) presentations, active participation in role plays (live or online), online tests and/or oral exam. Unannounced quizzes may occur ; if the student is not present, they will receive a 0/20. Active participation plays a great role in the ongoing assessment of the students - and their performances. Students' attendance to the live courses is mandatory.