



Sales Theatre: A Novel Teaching Method for Professional Selling

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Sales Theatre Assignment: Why and What?

- Awareness of sales process is a key element of sales performance
- Sales professionals and sales managers need strong interpersonal communication competence (ICC) to succeed in their everyday work and carry out B2C and B2B sales processes.
- Sales learning is situated, context-driven and social phenomenon
 - > Calls for teaching methods that contain all elements.
 - > Materials used in classrooms for assignments are real life company cases.
- Sales theatre assignment: Lectures, role-playing exercises, feedback, and debriefing.



Sales Theatre Assignment



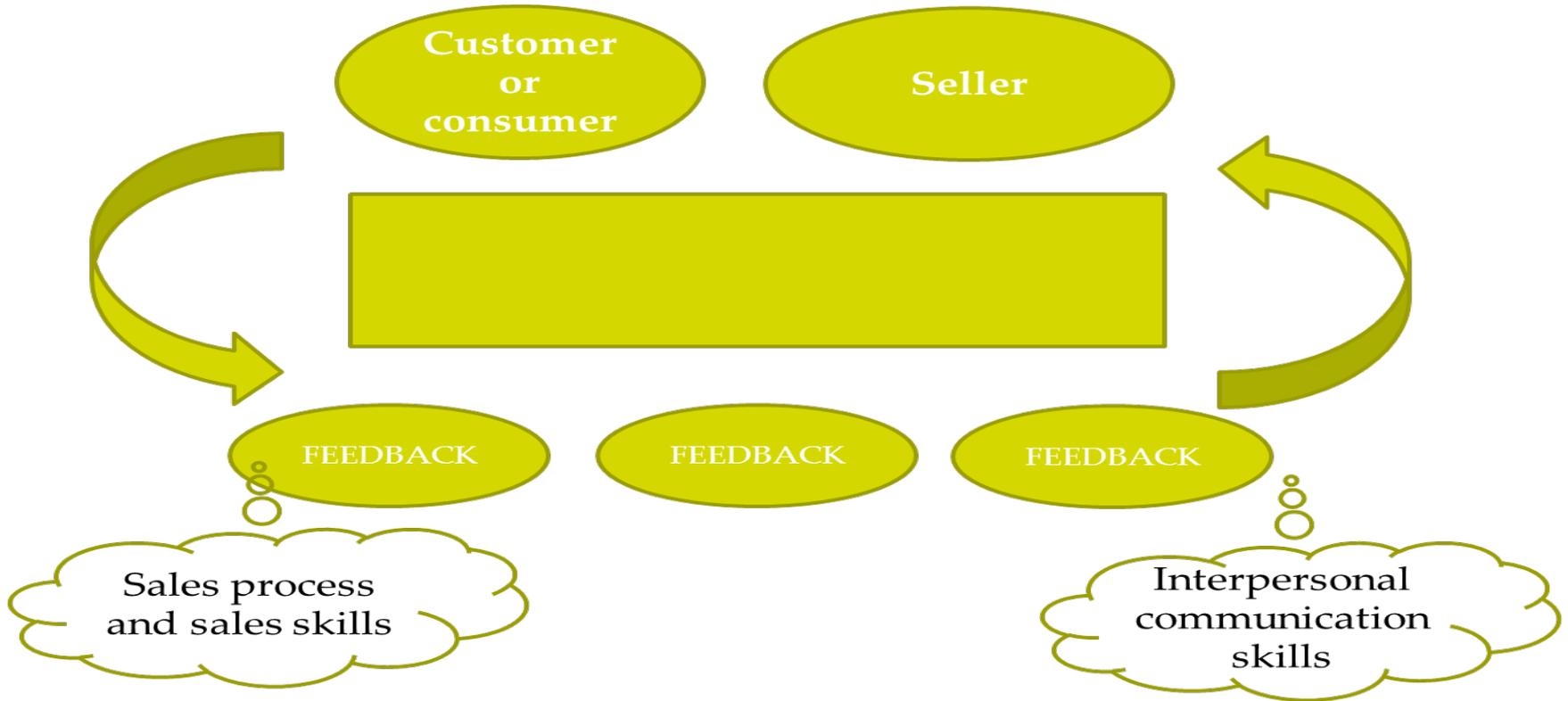
Interactive lecture:
Sales process and
interpersonal
communication
competence

Role-play exercises
based on real life
company cases

Feedback and
debriefing



SALES THEATRE



Evaluation parts

- Understanding on real life company cases / business understanding
- Self-evaluation vs. feedback from others
- Level of debriefing in groups

Challenges

- Cross-cultural vs. local classes
- Varied industries need to be understood
- How to adapt ICC learning to sales teaching?



Thank you!



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