Miami Dade College

Course Description

MAR2419 | Technology in Sales | 3.00 credits

This course introduces the various technological tools used in the sales process. Students will explore sales management software, data management, artificial intelligence sales technology, and automated sales functions. Students will analyze the benefits of utilizing technology and the competitive advantage it provides to a sales force. Prerequisites: MKA1160.

Course Competencies

Competency 1: The student will understand the various technological tools used in sales by:
1. Examining the topic of big data and utilizing it to identify potential customers and lead prediction capabilities
2. Exploring the usage of social mobile platforms and their role in the sales process
3. Analyzing various purchasing channels and the impact of technology (e-commerce)
4. Explaining cloud computing and real-time data management tools to streamline the buying process

Competency 2: The student will understand the importance of sales management software by:
1. Exploring the benefits of sales management software (automated marketing channels, Live Chat, analytics) and the role they play in the sales industry
2. Examining on the use of the sales software for lead generation, scoring and setting assignments
3. Analyzing the pre- and post-sales functions and various sales management software
4. Exploring the use of sales management software and its role in the customer relationship process and customer satisfaction

Competency 3: The student will assess the use of artificial intelligence in sales management by:
1. Explaining how to promote a sales campaign using A.I. sales technology for mass marketing and prospecting
2. Analyzing the use A.I. analytics for forecasting, cross-selling, and up-selling and sales pipelines
3. Examining the use of chatbots and their role in automating lead generation
4. Differentiating between human interaction and sales bots for programmed decision-making interactions

Competency 4: The student will analyze how technology has changed sales force automation (SFA) by:
1. Exploring the administrative processes in sales management ranging from order processing, tracking, and invoicing
2. Examining various SFA platforms and the administrative functions that they employ in streamlining sales workflows
3. Identifying the competitive advantage that SFA provides to a sales force

Learning Outcomes:

- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Use computer and emerging technologies effectively