



S.PLA.S.H - SALES PLATFORM STUDIES FOR HIGHER EDUCATION

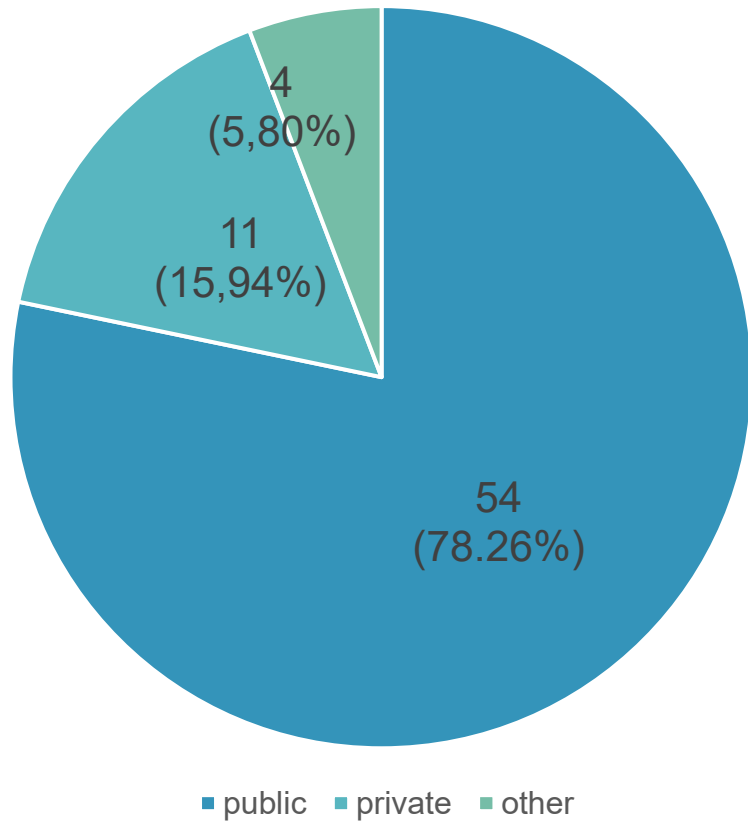
IOI TASK 1.2

Survey results

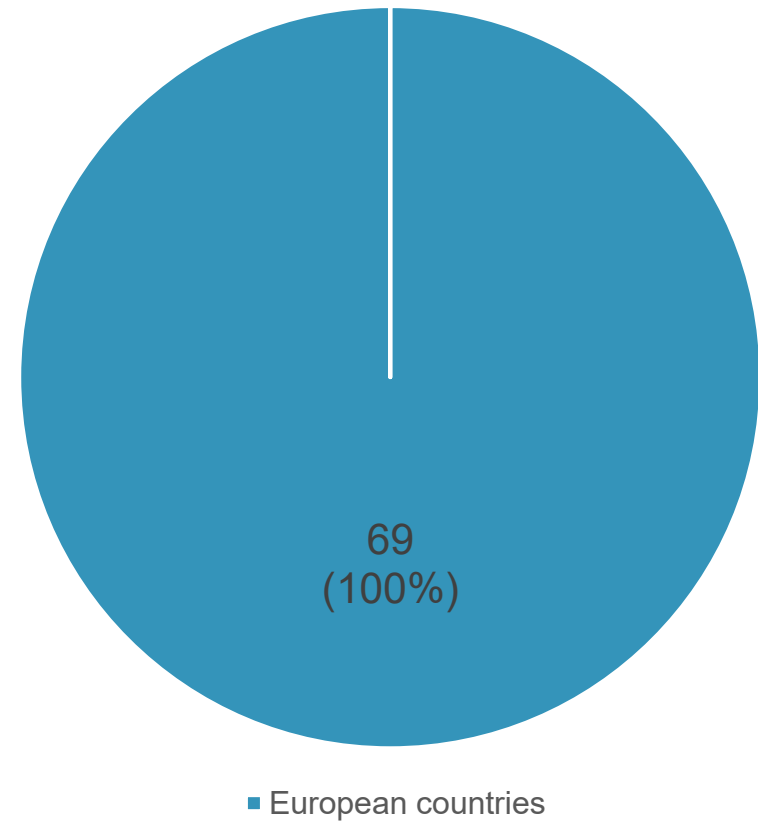
Survey on Sales Education in Europe

- The SPLASH project aims to create, test, disseminate and systematize an original learning format, based on e-learning platforms, for courses on international sales and digital selling at European level, in order to develop the skills for university (undergraduate) students, enrolled in business, marketing and sales university programs. The S.PLA.S.H. project research (first intellectual output) is intended to update the **state of art of the Sales Education in Europe**, it with a particular focus on the theme of international sales and digital selling.
- After having undergone the literature review and assessed the state of art of Sales education in the partnership national contexts, we have followed Deeter-Schmeltz and Kennedy (2011) and Spiller et al. (2019) contributions to collect **data on the availability of sales teaching in European universities, on the perception of sales scholars on priorities in terms of skills and topics to be included in future curricula dedicated to sales**. This phase of analysis aims at closing the knowledge gap on Sales Education in Europe and, for the purposes of the project, serves to guide the work of the partners involved in creating training courses that allow to close the skill gap between university and the world of work.
- We structured the questionnaire by taking up the dimensions analysed by the aforementioned scholars and we distributed them in the scientific networks of the participants in the SPLASH project, which covers various European countries, but also trying to disseminate it through the contacts of conferences and scientific associations dedicated to sales research, obtaining the maximum possible coverage, also considering the scarcity of sales scholars in Europe.
- We managed to collect 69 questionnaires, relating to professors, researchers and trainers of European universities in the sales field.

Type of University / HEI

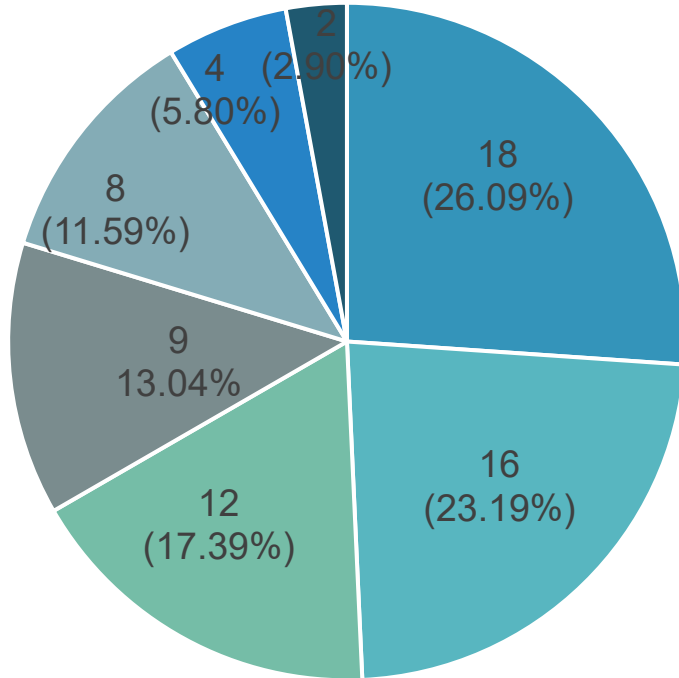


Geographic area



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Current role/position (as researcher/professor)



- Professor
- Instructor/lecturer
- Associate professor
- Assistant professor
- Principal Lecturer
- Adjunct professor
- Other/missing

N = 69

Note: 'Other/missing' includes International selling programme director.

Years of experience in sales education

Statistical measures	Value
Mean	11,68
Standard error	0,91
Median	11
Mode	5

If you have some additional roles or responsibilities (e.g.: course coordinator, dean etc.) related to sales education, please specify it.

Note: Open question

Additional roles' top 10	
1.	Course coordinator
2.	Head of master degree program
3.	Project / program lead
4.	Academic director
5.	Project researcher
6.	Sales coach
7.	HoD / Head of Institute
8.	Head of examination board
9.	Degree developer
10.	Sales center director

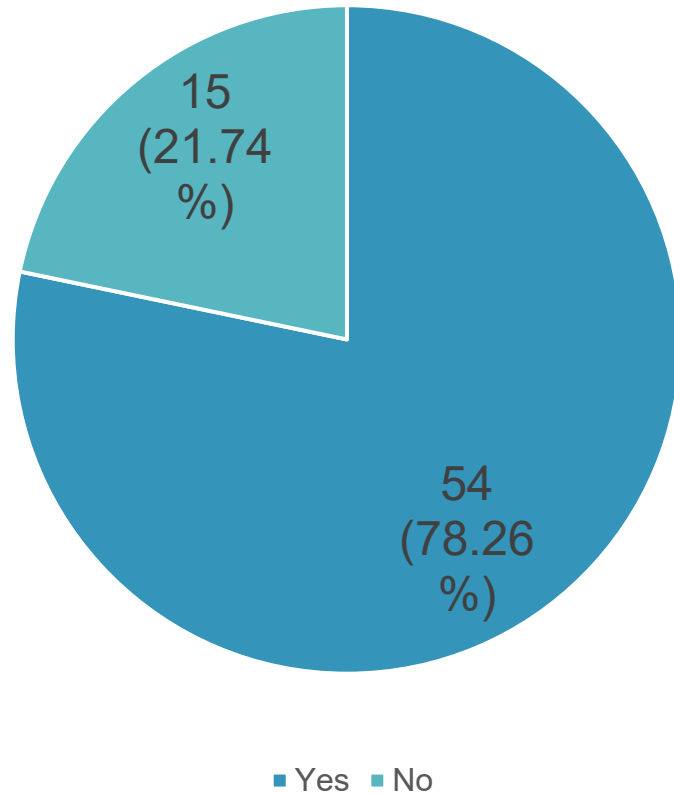
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List the teachings/courses held

Note: Open question

Teachings/courses' top 15	
1.	Sales management
2.	International marketing
3.	Personal selling
4.	Negotiation
5.	Marketing communication
6.	Digital marketing
7.	KAM
8.	B2B marketing
9.	Basics in sales
10.	International entrepreneurship
11.	Value-based selling
12.	Advanced selling
13.	Inside sales
14.	Sales enablement
15.	Business simulation game

Experience as practitioner



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If you have some experience as a sales practitioner, please specify the number of years, role, industry.

Note: Open question

Statistical measures	Value
Mean	12,06 (years)
Standard error	1,14
Median	10
Mode	5

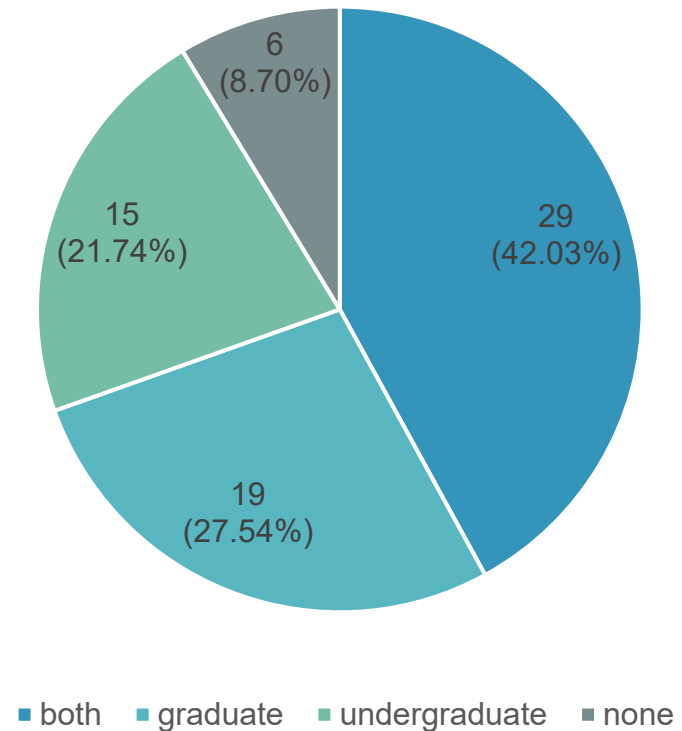
Roles' top 10	
1.	Sales manager
2.	KAM
3.	Business consultant
4.	CEO / VP
5.	Salesperson
6.	Entrepreneur
7.	Product management
8.	Business development manager
9.	Sales director
10.	CMO

Sectors' top 10	
1.	Retail
2.	Telecommunications industry
3.	ADV
4.	Medical care area
5.	Trade / FMCG
6.	ICT
7.	Logistics
8.	Automotive
9.	Consulting industry
10.	Insurance

Please select the types of sales programs currently available in your university / institution.

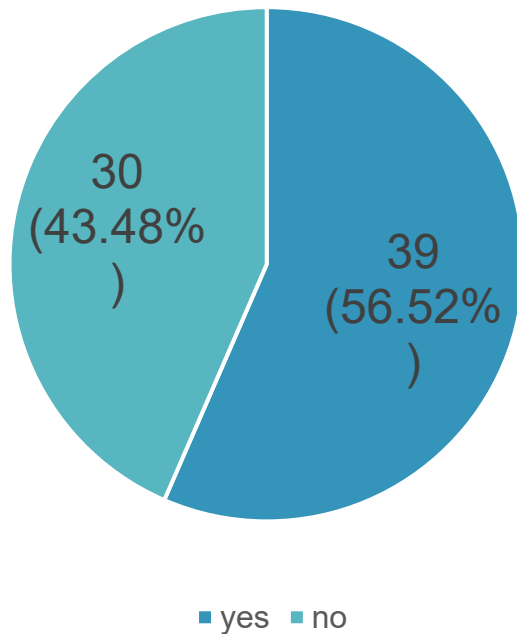
MULTIPLE CHOICE ANSWERS	a.v.	%
Combination of programs	40	57,97%
Minors	29	42,03%
Majors	26	37,68%
Sales study programs with technical component	19	27,54%
Concentrations	12	17,39%
Certifications	9	13,04%
Other	6	8,70%

Level of the sales programs currently available in your university / institution.



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Is your University / institution considering to implement further sales programs / curricula / courses?

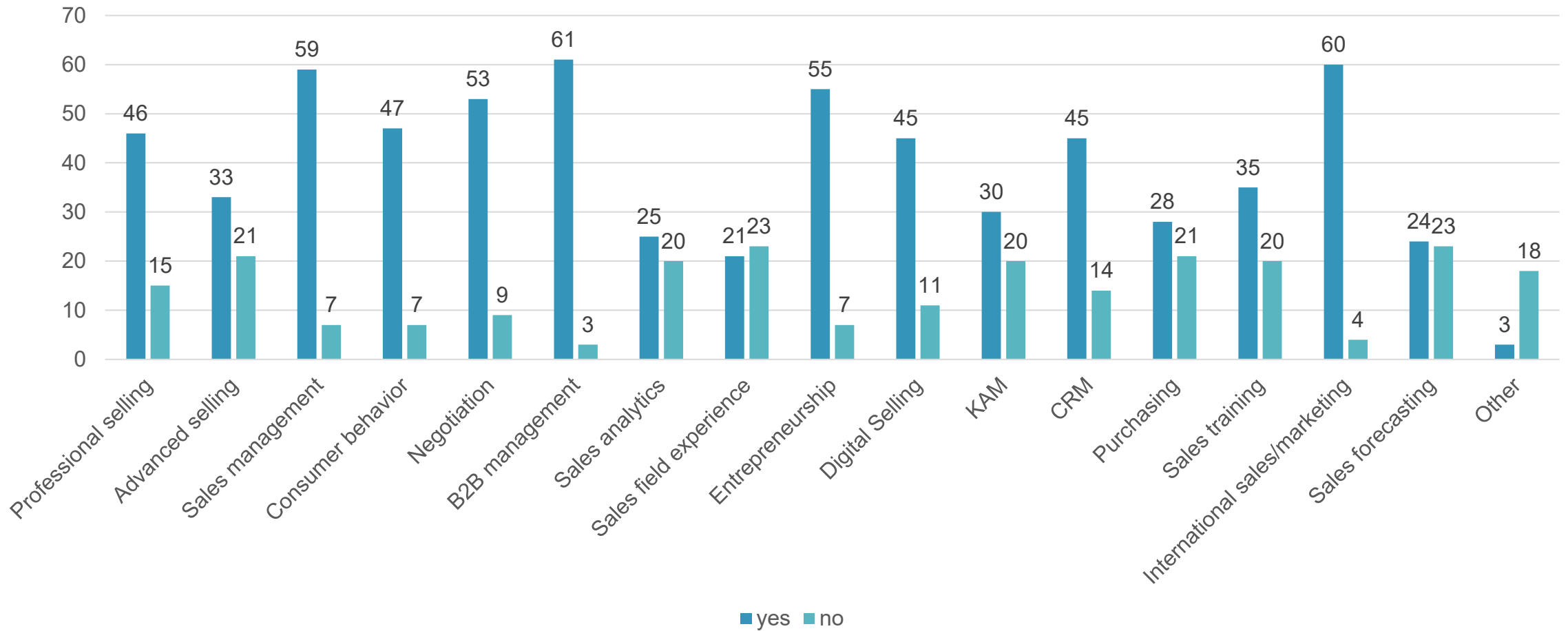


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Reasons for consideration?

MULTIPLE CHOICE ANSWERS	a.v.	%
Demand from businesses	45	65,22%
Demand from students	15	21,74%
Support from college / university	9	13,04%
Support from department	6	8,70%
Other	5	7,25%
Demand from government	3	4,35%
Funding received	3	4,35%

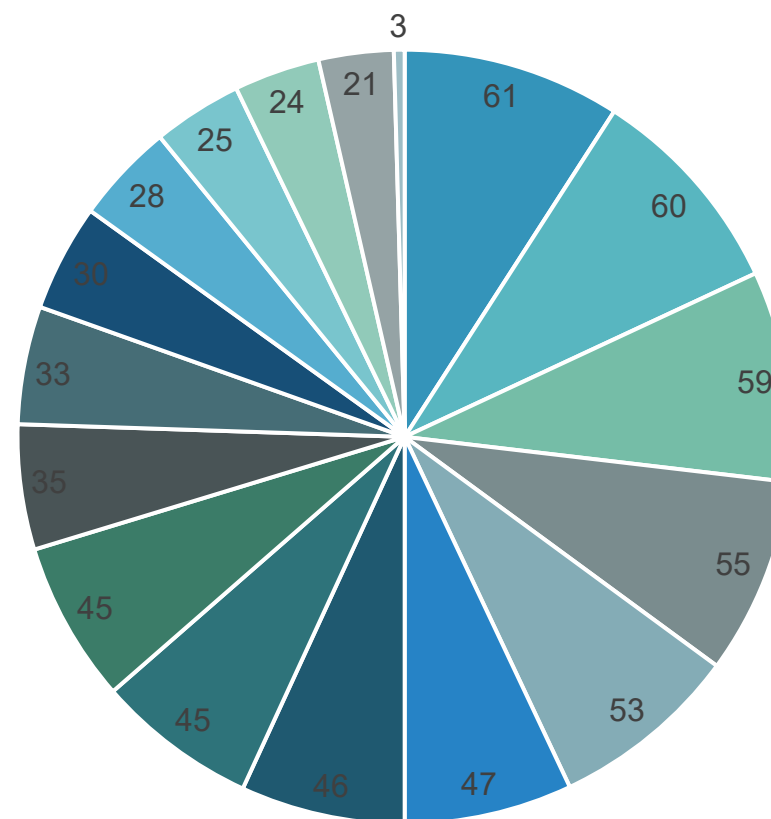
Please select, considering the sales field, the types of courses / subjects currently available in your university / institution.



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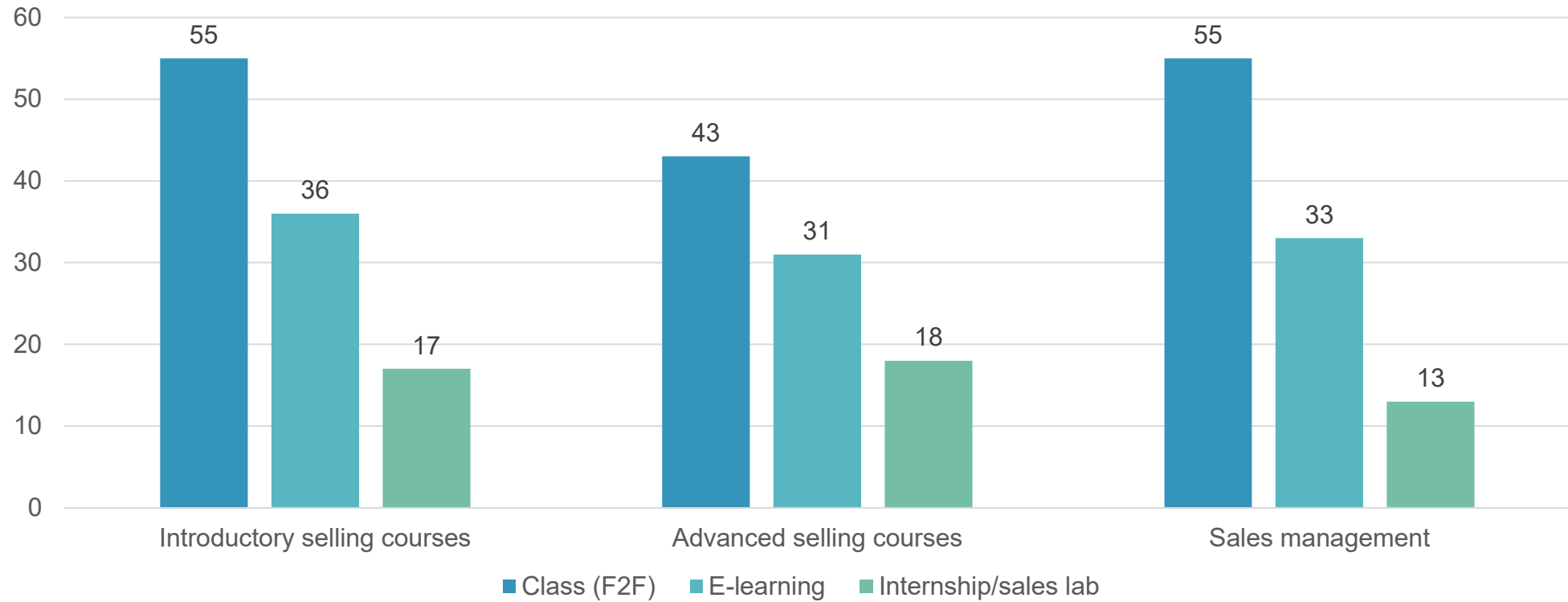
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Types of courses / subjects currently available in university / institution.	a.v.	%
B2B management	61	88,41%
International sales/marketing	60	86,96%
Sales management	59	85,51%
Entrepreneurship	55	79,71%
Negotiation	53	76,81%
Consumer behavior	47	68,12%
Professional selling	46	66,67%
Digital selling	45	65,22%
CRM	45	65,22%
Sales training	35	50,72%
Advanced selling	33	47,83%
KAM	30	43,48%
Purchasing	28	40,58%
Sales analytics	25	36,23%
Sales forecasting	24	34,78%
Sales field experience	21	30,43%
Other	3	4,35%



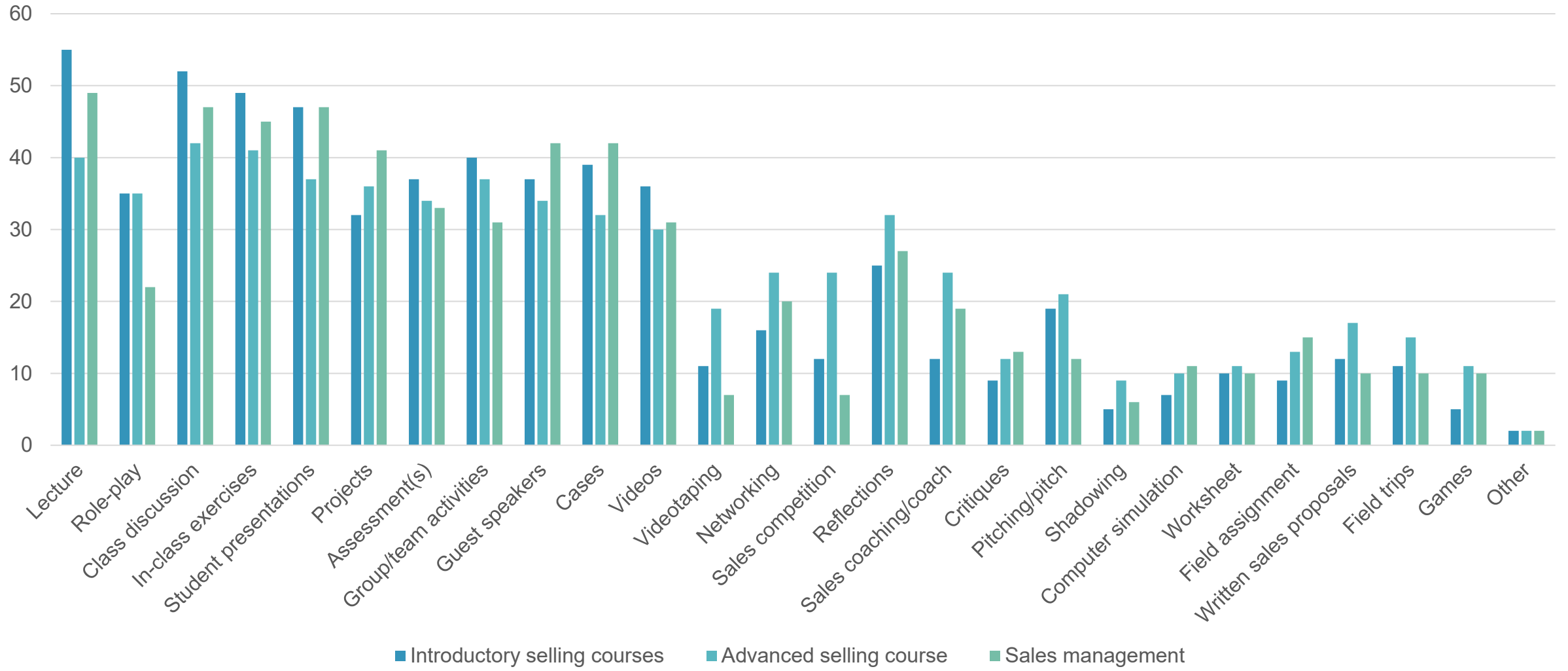
- B2B management
- Entrepreneurship
- Professional selling
- Sales training
- Purchasing
- Sales field experience
- International sales/marketing
- Negotiation
- Digital selling
- Advanced selling
- Sales analytics
- Other
- Sales management
- Consumer behavior
- CRM
- KAM
- Sales forecasting

Please specify the types of learning within the sales course categories listed below.



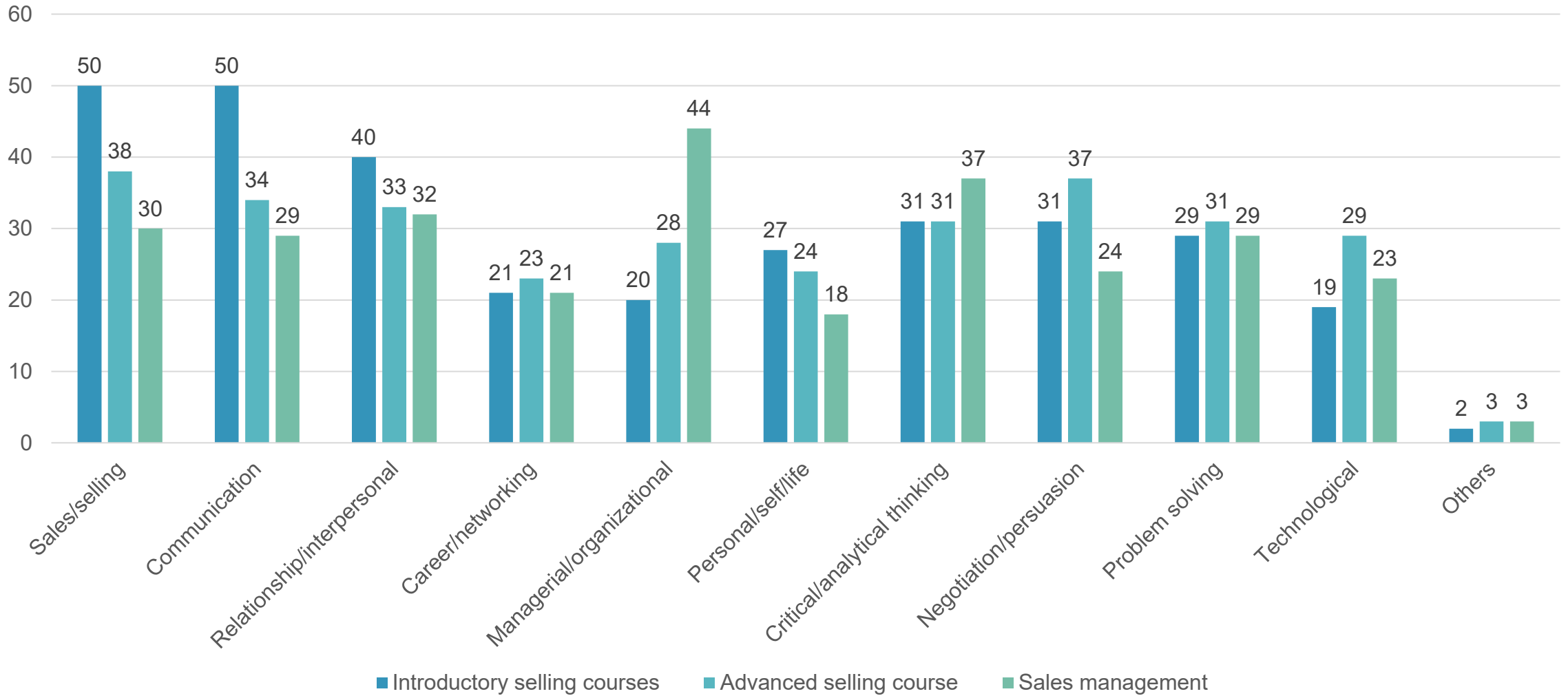
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Please specify the teaching methods adopted within the sales course categories listed below.



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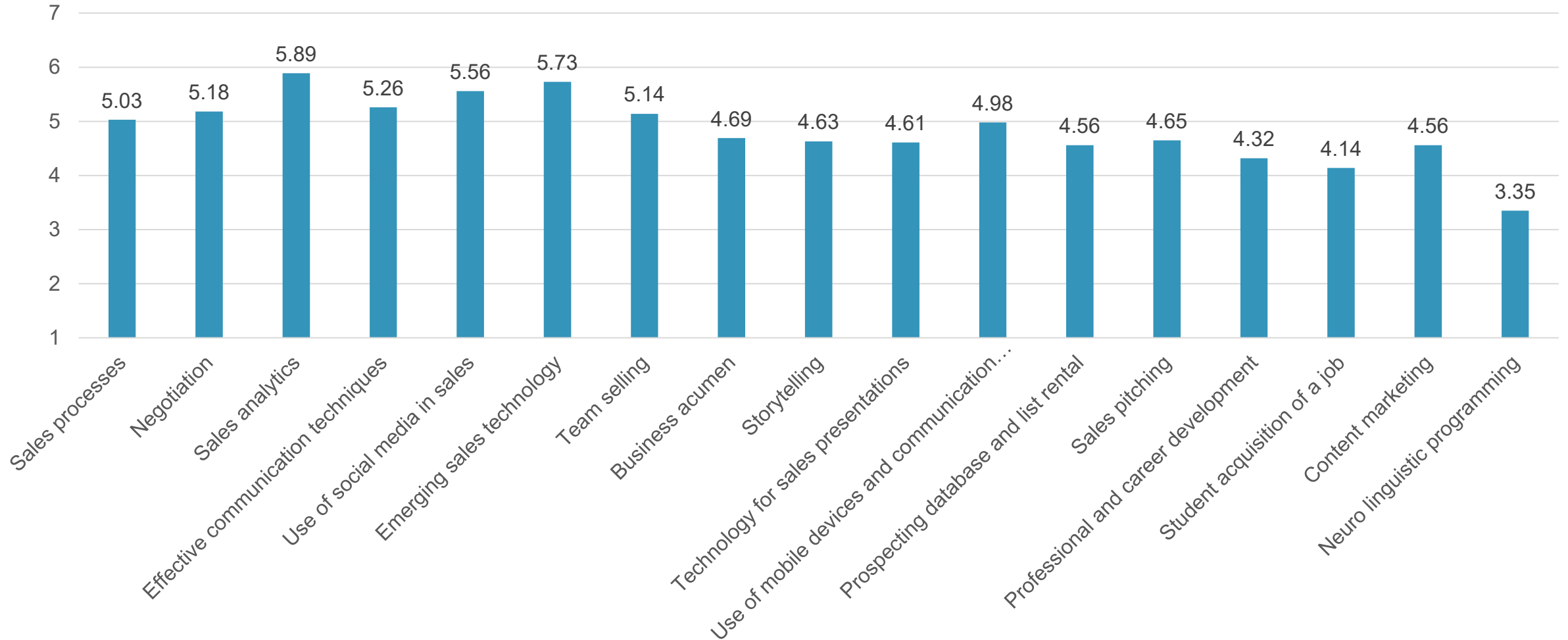
Please specify the Skills taught within the sales course categories listed below.



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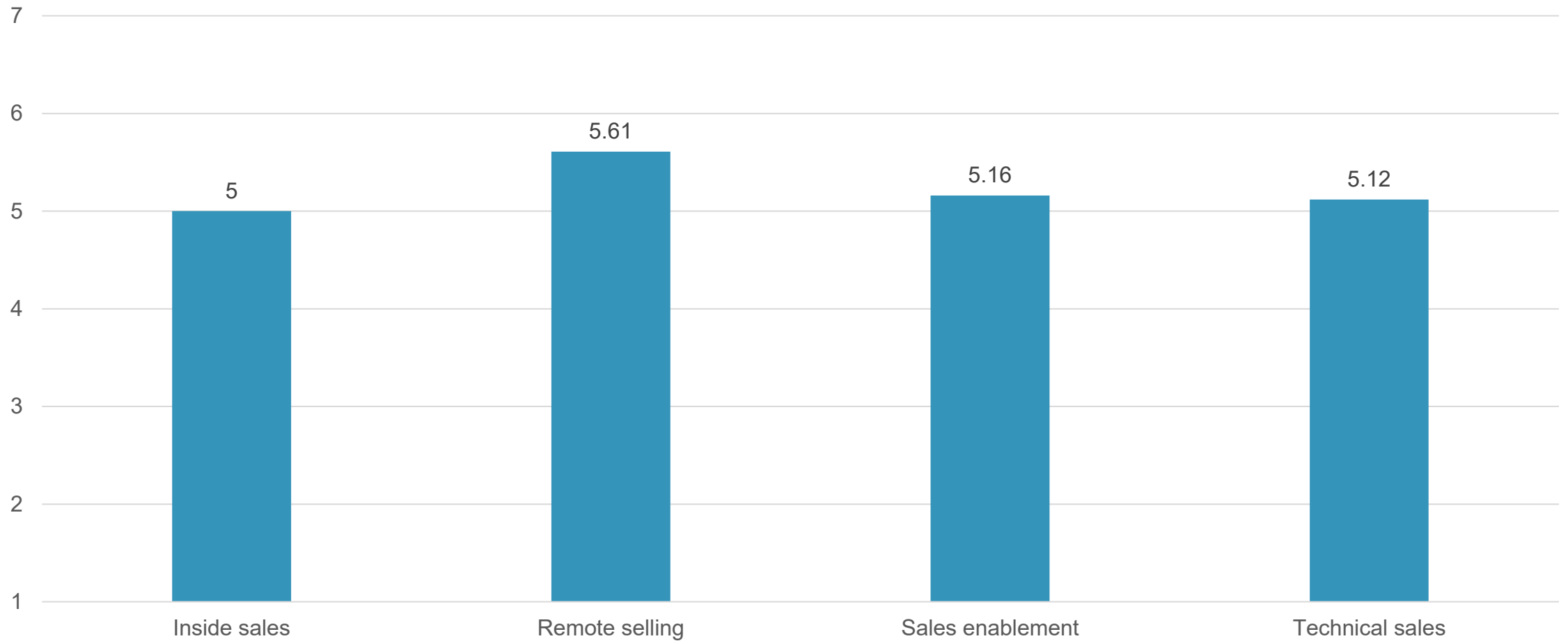
Given your role and experience in sales education, what do you think are the issues that are currently absent or undervalued and that should be more present in sales courses in the coming years?

Comparison between means



Please evaluate the relevance of the following topics to be added into sales courses.

Comparison between means



Suggestions regarding new topics to add into sales courses

Industry 4.0, Artificial
Intelligence, Big Data

E-commerce planning and
management

Social media in B2B
marketing

Digital KAM

Emotional intelligence
Cultural intelligence
Empathy
Sales communication
competence

Ethical selling

Intercultural implication for
sales management

Customer success
management

Virtual negotiations

Team selling tactics

Resilience and growth
mindset

Sales coaching

Programming skills

Effective networking,
language analysis, business
culture

Relationships and
interactions with the
customer

Linking sales/marketing
lectures to technical
understanding

Please identify helpful "free" materials from the sales industry to use in sales courses.

MULTIPLE CHOICE ANSWERS	a.v.	%
Real-world examples	57	82,61%
Cases studies	54	78,26%
Industry success stories	40	57,97%
Role-play scripts	35	50,72%
Sales technology samples	34	49,28%
Career opportunity connections	24	34,78%
Others	2	2,90%

N = 69



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