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## Introduction *By prof. Deva Rangarajan*

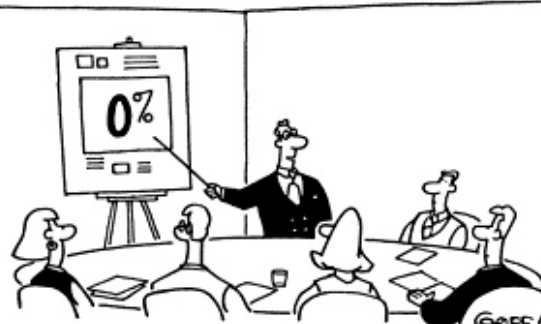
If you are taking the time to browse through this newsletter, be aware that this is one of the first student led initiatives in our newly branded Vlerick Business School. It gives me immense pleasure that the topic that is leading this initiative is the domain of professional selling and sales management. For too long, sales has been in the shadow of marketing and it is now, when companies are struggling to manage their businesses, that we are seeing an **increased attention to professionalizing the sales effort**. Here, at the Vlerick Business School, where we are at the forefront of cutting edge business practices, we feel the business world is turning to us to help us with their **need for young, talented, qualified professionals** who are prepared to take the challenge of sales. While we as faculty and Vlerick employees have tried to rise to this occasion, we would be completely powerless if we could not have counted on the wonderful support of our students who have consistently risen to the challenge and have now set such a high bar, that future generation of sales talents passing through our school will be hard pressed to emulate this feat. We are planning various initiatives in the school like the Sales Competition and the Sales Club. **Seize this opportunity**. Make use of all the opportunities that we are working towards providing you and I am sure with your dedication and hard work, you are destined to be a successful professional.

FIRST EDITION, 29/10/2012

### Speaker:

Kenneth Bornauw, Sales  
Director BENELUX at  
Unilever

Strategic Selling: Selling  
to the C-suite



"Our study concludes that this is the percentage of our customers who will buy from us without any effort whatsoever on our part."

## We need you!

The Sales Club sponsors ask the Vlerick students to **send in a one-minute video** after every Sales Club meeting. This video should contain the **key learnings** of the meeting, in your opinion.

Dr. Deva Rangarajan will select the 3 best videos, which will be sent to the sponsors (and their recruiting department).



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# What is the Sales Club Competition?

Is this the question you have been asking yourself? Well, please continue to read to find the answer here.

## What?

The Sales Club Competition is a competition in which the real-life sales experience is simulated via role-plays. Students hereby learn to overcome the numerous challenges of a sales deal (e.g. closing the deal).

## How to join?

To enter the competition the following steps must be taken:

1. Send an email to [astrid.dewael@vlerick.com](mailto:astrid.dewael@vlerick.com) before **October 31<sup>th</sup>, 2012** in which you state that you want to enter the competition. Do not forget to attach your CV. Please also mention the type of product/service you would like to sell in your video (only B2B market).
2. Record a sales role-play video:
  - a. Sales role-play in which you sell the chosen B2B product/service to a buyer. The buyer can be anyone you like (friend, family, etc.). If you do not immediately find a partner, you can contact Astrid who will link you up with another participant.
  - b. The sales role-play can be maximum 20 minutes and should cover all the elements of a sales call. On **November 5<sup>th</sup>, 2012** a workshop will be organized at Vlerick to explain the basics of a sales role-play video.
3. Upload your video before **November 30<sup>th</sup>, 2012** on YouTube and send the link to Dr. Deva Rangarajan.
4. Dr. Deva Rangarajan will select the 20 best sales persons to continue in the competition on **December 7<sup>th</sup>, 2012**.
5. In **February 2013**, the Vlerick Sales Competition will take place. The 20 best candidates will compete against each other. They will sell a dynamic CRM system from Microsoft to various buyers (alumni and partners who get a fixed buyer profile). The sales call will be 20 minutes as well and shall be judged on the same criteria as the video.

## Prize?

The two winners of the Vlerick Sales Competition will be sent to the National Collegiate Sales Competition (NCSC) held in March 2013 at Kennesaw State University in Georgia, USA – all expenses paid.

*“The more role-plays you do, the more relaxed you will feel in real-life sales calls. The sales competition is the perfect way to practice and improve your skills. By analyzing your own video, you can learn from your mistakes.”*

**Wim Wauters**, Winner Sales Competition Academic Year 2011-12



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## Introduction to the sales function

After participating to **P&G's Masterclass**, I could finally decide for myself whether I wanted a career in sales or marketing. I had always doubted between the two. But after experiencing the Masterclass case, and talking to marketers and sales-(wo)men alike, I came to the conclusion that sales was where I wanted to start my career. So far, I am really happy with my choice for P&G because of the responsibility I've gotten as of day 1 and the skills which I have acquired.

One of the **most memorable moments** so far, was a funny phone call I had with one of my buyers. We had a commercial discussion, and for the first time I really got angry with my buyer. For 3 whole minutes I was raging on, on the phone, just as he often did with me. When I finally finished talking, there was no response ... until 20 seconds later. I heard my buyer picking the phone back up, and he said "Mr. Isebaert, are you finished with your complaining? If not, I can put the phone back down for another couple of minutes." At first, I was somewhat offended, but afterwards I realized, that this whole salesman-buyer relationship is like a theatre play, in which each one plays his role. It was probably one of the most valuable lessons I had in my job as Account Executive so far.

And by the way... a couple of weeks later I did the same when my buyer was angry on the phone, and afterwards we had a good laugh about it!



**Hendrik Isebaert,**  
Account Executive at  
P&G

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### Our sponsors



### Up to come...

**31/10** Deadline participating subscriptions Sales Competition

**5/11** Workshop 'Elements of a Sales role-play video'

**7/11** Unilever in-house day

**11/11** Deadline application P&G Masterclass

**14/11** Sales Club meeting 3: Tom Smidts (Unilever) about the Sales/Marketing interface in FMCG sector

**21/11** Sales Club meeting 4: Ferrero about merchandizing

**30/11** Deadline upload video for qualification round Sales Competition