

# International Wine Business Sales and Negotiation

**EM1S5M26**

## Program

**PGE**

PGE 3A - International Wine management and tourism (IWMT)

**UE**

Wine Marketing and sales

## Semester

B

## Discipline

Sales management / Negotiation

## Contact hours

24 H

## Number of spots

45

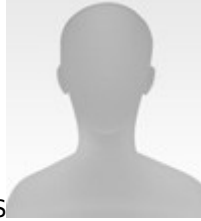
## Open to visitors

Yes

## Language



## Coordinator



Nadia LELANDAIS

## List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Nadia LELANDAIS	<a href="mailto:nadia.lelandais@wanadoo.fr">nadia.lelandais@wanadoo.fr</a>	16 h
Anne SPRAUEL	<a href="mailto:anne.sprauel@hotmail.fr">anne.sprauel@hotmail.fr</a>	8 h

### Pedagogical contribution of the course to the program

**LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.**

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

**LEARNING GOAL 2 : Students will develop advanced-level managerial skills.**

Students will communicate ideas effectively, both orally and in writing, in a business context.

Students will work collaboratively in a team.

Students will participate in a decision-making process in a critical way.

**LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.**

Students will analyze business organizations and problems in a multicultural and international environment

### Description

This 24 hours course help participants to understand how to define a global competitive Strategy of the Wine Business environment. It is dedicated to give participants awareness and understanding how to capture the unique customer Value and build up a superior customer relationship that applied to the wine sector. The objective is for participants to have the opportunity to develop their skills and acquire knowledge about the highly competitive and wine business environment and how to deliver value and sales force of excellence within an intercultural environment.

The course will incorporate readings. In addition, participants will be encouraged to actively participate in the course through class discussions and group presentations.

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## Teaching methods

### Face-to-face

- Lectures

### In group

- Exercises
- Oral presentations
- Projects

### Interaction

- Discussions/debates

### Others

**No items in this list have been checked.**

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## Learning objectives

### Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **identify** the unique customer value and key components of the marketing applied to wine business environment
  - - (level 2) **explain** purchasing decision and buying behavior by maximizing buyer value global cultural environment
  - - (level 3) **show** awareness how to capture this unique value and rethink selling process and dedicated Sales force organization in the wine industry in general and in the French Wine Industry in particular
  - - (level 3) **apply** sales techniques such as active listening, adaptive selling, and provocative questioning which are necessary in building a proactive and customer-focused approach to selling.
  - - (level 5) **appraise** the negotiation process
  - - (level 6) **create** value in the buyer-seller relationship based on gained understanding about the interrelationship of marketing and sales within the organization in its discovery of company or brand value and the salesperson's ability to communicate it to buyer.
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### Affective domain

Upon completion of this course, students should be able to

**None affective domain have been associated with this course yet**

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## Outline

Assignments and Assessment review  
Course Introduction

Chapter 1  
Global wine competitive Strategy  
Delivering value  
Article presentation

Chapter 2  
Understanding the Marketplace and Consumers  
Capturing unique customer value  
+  
Article presentation

Case study presentation

Case study preparation

Chinese wine consuming modes

Group working session in case study

Chapter3

Delivering value & sales force of Excellence

Art of selling – part 1

Individual role play

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## No prerequisite has been provided

### Knowledge in / Key concepts to master

NA

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## Teaching material

### Mandatory tools for the course

- Computer

## Documents in all formats

- Photocopies
- Newspaper articles
- Case studies/texts

## Moodle platform

**No items in this list have been checked.**

## Software

**No items in this list have been checked.**

## Additional electronic platforms

**No items in this list have been checked.**

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## **Recommended reading**

Main reading material

Capturing a global wine competitive Strategy -

- A paper : Abundant rarity: "The key to luxury growth ", Jean-Noël Kapferer

An article on wine business Monthly ; "Future of Direct to Consumer Practical advice for growing direct sales "

An article : "How the impact of critics in the wine industry is changing" Phillip Anderson Division Manager at CBC BevCo

- A paper "uncorking the mystery of marketing wine to generation y: lessons from consumer psychology " PAMELA A. KENNETT-HENSEL, University of New Orleans CONCHA R. NEELEY, Central Michigan University ,KYEONG SAM MIN, University of New Orleans

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Additional literature

Session Delivering value

- An article on the Wall Street Journal , "Robert Parker Steps Down From Bordeaux Futures

-An article on wine business Monthly ; "Wine Sales: All Price Points \$6 and Above Experiencing Robust Growth Overall Wine "

-An article on wine Business Monthly, Selling Sommeliers on Your Wine , "New study identifies factors restaurants use to buy wine in California "

- A article, PWC , newsletter 6 , "Opportunities offered by digital technology in the wines and spirits sector in France", pages 4,8

an article : "Millenials or Boomers, who really controls the wine Market "

- An Analysis of Wine Critic Consensus: A Study of Washington and California Wines , Eric T. Stuen\*,Jon R. Miller\* Robert W. Stone\*

-An article on wine business Monthly , Selling and Distribution Costs , "The Impact on Wholesale Profits "

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## **EM Research: Be sure to mobilize at least one resource**

Textbooks, case studies, translated material, etc. can be entered

**No reading material has been provided.**

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## Assessment

### List of assessment methods

**Intermediate assessment / continuous assessment 1**Other (date, pop quiz, etc.) : on going in class

Oral / Individual / English / Weight : 30 %

**Details :** Evaluation - on article analysis Readings and oral presentation - on going participation

**This evaluation is used to measure L01.1, L01.2, L01.3**

**Intermediate assessment / continuous assessment 2**Other (date, pop quiz, etc.) : ongoing in class

Oral / Individual / English / Weight : 20 %

**Details :** Role play

**This evaluation is used to measure L01.1, L01.2, L01.3**

**Final evaluation**Exam week

Written and oral (1 Min.) / Group / English / Weight : 50 %

**Details :** group project

**This evaluation is used to measure L01.1, L01.2, L01.3, L02.1**