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Applied Sciences

Sales Skills and Management

5 ECTS · 135 hours

Course introduction

Kim Friman | 4 September 2026

COURSE LEAD

Kim Friman

Sales, entrepreneurship and digital commerce

Experienced Country Manager with a background in software and logistics. Skilled in marketing management, negotiation, business planning, sales and e-commerce. M.Sc. (Econ), Åbo Akademi University.

LinkedIn →

WHY THIS COURSE

Learning objectives

01 **Understand sales theories and processes**

02 **Plan and execute value-creating sales activities**

03 **Manage customer decisions, objections and negotiations**

04 **Apply LOOPA and MEDDPICC tools in reality**

HOW WE WORK

Course set-up

01 Joint software/app project with Project Course, ÅA

02 Lectures

03 Workshops

04 Iteration with prospective Customers

05 Self-studies

06 Project Report

THREE COMPONENTS

Grade assessment

40%

Sales execution

- validate assumptions
- customer-validate
- test with customers
- iterate with customers
- discover customer insights
- run customer discovery
- create Value Proposition
- quantify TAM-SAM-SOM
- create Sales Strategy

20%

Lectures, workshops, business pitch and assignments

Activity, attendance (+50%) attitude, leadership and responsibility

40%

Project Report

Connect theory, practice and reflection

Theory meets practice

A journey from sales fundamentals to sales management.

FIVE CONNECTED THEMES

The learning journey

1. Intro to sales
2. Sales process & MEDDPICC
3. Sales skills
4. RevOps, GTM & ICP
5. Sales management

Sales & Marketing Lab

WED

13:15–16:00

Axelia Business Lab

COACHES

Laura
Håkan
Kim

What is sales?

Sales includes every activity involved in helping a consumer or business make a buying decision.

In practice, it means much more than the transaction.

How many B2B transactions happen before a consumer buys a coffee?

ONE SIMPLE PURCHASE

A long chain of industrial relationships sits behind a single takeaway coffee.

Follow the cup upstream.

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A simplified B2B transaction chain

Forestry → Logging → Pulp mill → Paperboard → Printing → Cup maker → Distributor → Coffee chain → Consumer

ADDITIONAL SUPPLIERS SUPPORT THE CHAIN

Chemicals · Energy · Coatings · Ink · Logistics · Recycling

Even this simplified view contains multiple direct transactions before the final consumer purchase.

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From visible transactions to a full ecosystem

10–15

Visible / direct

Transactions in the simplified chain

20–50

Extended supply chain

Including suppliers to the suppliers

100+

Full ecosystem

Including indirect suppliers and services

A €0.10 paper cup can represent a large network of contracts, purchases, logistics activities and service exchanges.

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WHY THE PROCESS DIFFERS

B2B sales

Larger transaction amounts. More educated buyers. Multiple stakeholders. Longer sales cycles.

Gartner, as cited in the original deck

People x impact x drivers

FROM PROSPECT TO HANDOVER

Typical sales activities

01 **Prospecting**

02 **Discovering**

03 **Approaching**

04 **Presenting**

05 **Handling objections**

06 **Closing & handover**

Value-based selling

Value-Based Selling

Value-based selling is an approach that focuses on benefitting the customer throughout the sales process. Sales reps focus on taking a consultative approach to provide value to the customer so the sales decision is made based on the potential value the product can provide.

Reference in original deck: HubSpot, Value-Based Selling

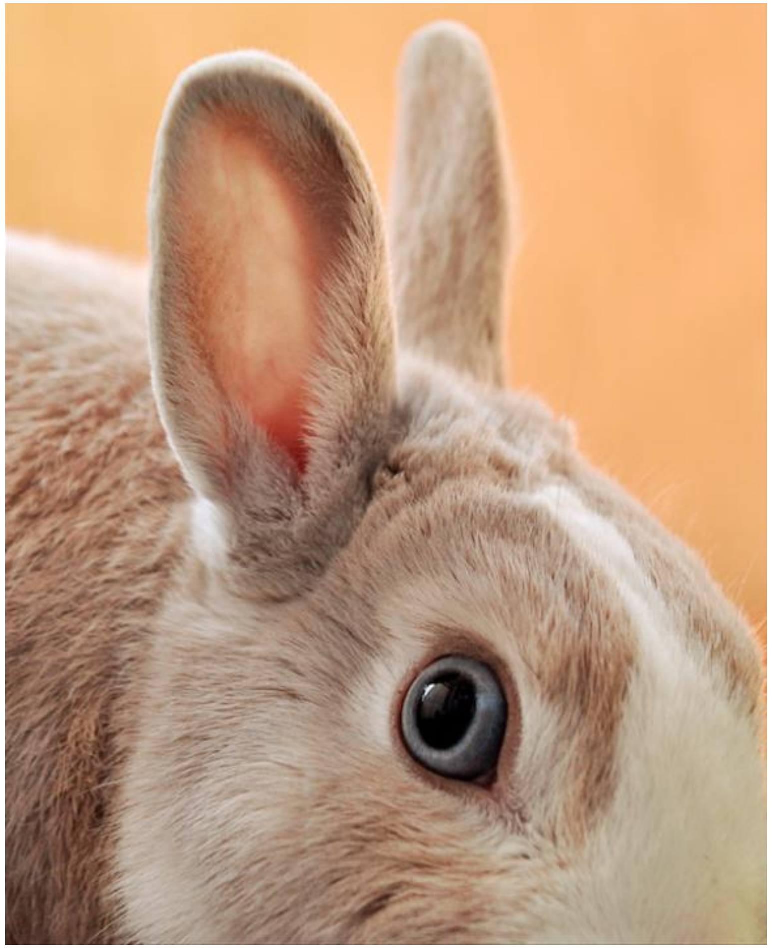
Listen first

80%

LISTENING

20%

SPEAKING



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Ready to sell with purpose?

Questions & discussion