Commercial Management

Assignment Guidelines:

This task evaluates the strategic and operational management of the commercial and sales functions within modern enterprises. Students are expected to apply sales planning, customer segmentation, CRM data analytics, pricing models, and key account management frameworks to solve real-world commercial challenges, optimise sales performance, and drive value creation across B2B and B2C markets.

Submission Format:

- Type: Practical Commercial Strategy Report (Commercial Action Plan)
- Font/Spacing: Times New Roman, Size 12, Double Spaced
- Word Count: 2500 – 3000 words (excluding sales tables, CRM metrics, and quantitative appendices)
- Submission Deadline: To be announced by the respective professors

Assessment Criteria:

- Understanding and application of commercial management concepts and sales theories – 20%
- Accuracy of sales forecasting, customer segmentation, and CRM analytical models – 25%
- Critical analysis of commercial environments, pricing strategies, and salesforce organisation – 20%
- Strategic insight, negotiation tactics, leadership alignment, and quality of recommendations – 25%
- Structure, professional writing, presentation, and APA referencing – 10%

Mandatory Sections:

- Title Page
- Table of Contents
- Executive Summary
- Introduction
- Market & Customer Segmentation Analysis
- Commercial & Pricing Strategy
- Salesforce Organisation & Key Account Management
- Digital CRM & Performance Metrics (KPIs)
- Ethical & Negotiation Framework
- Conclusion & Recommendations
- References
- Appendices (Sales Forecasts & Portfolio Matrices)

Assignment Task – Choose ONE of the following practical projects:

Option 1: B2B Key Account Management and Value-Based Commercial Strategy

Develop a comprehensive B2B commercial and key account management (KAM) strategy for an enterprise operating in a dynamic market environment. Your paper should:

- Assess customer portfolio matrices and use them to identify and group the most valuable business clients.
- Compare cost-plus and competitor-based pricing with value-based pricing and consultative selling in large-scale contracts.
- Review practical B2B sales models and consider how territory-, product-, and account-based sales teams influence client retention and revenue growth.
- Develop a key account strategy covering a tailored value proposition, negotiation tactics, and measures for sustaining long-term client relationships.

Option 2: Digital Transformation, CRM Analytics, and Omni-Channel Sales Optimisation

Investigate how the integration of CRM platforms, commercial automation tools, and multi-channel sales models drives sales velocity and customer lifetime value. Your paper should:

- Evaluate customer journey touchpoints and channel conflict dynamics across online, direct, and third-party commercial sales channels.
- Analyse the role of CRM data analytics, lead scoring, and automated pipeline forecasting in optimising sales conversions and Salesforce productivity.
- Critique industry case studies of firms that successfully transformed traditional sales operations into data-driven, omni-channel commercial ecosystems versus those that struggled with technology adoption.
- Propose an actionable CRM and sales enablement roadmap, including key performance indicators and pipeline management guidelines.

Option 3: Commercial Salesforce Planning, Territory Design, and Performance Management

Evaluate the strategic alignment of the Salesforce organisation, compensation structures, and performance evaluation frameworks in achieving corporate sales goals. Your paper should:

- Develop sales quotas, define sales force workload, and design sales territories using sales forecasting methods (quantitative and qualitative).
- Compare the fixed vs incentive-based commission schemes and their effect on the motivation of the salesforce, salesforce attrition, and ethical selling.
- Evaluate real-world case studies of commercial leadership to evaluate how organisations handle sales team dynamics, cross-functional collaboration and market volatility.
- Provide a pragmatic salesforce management framework, with territory realignment, incentive schemes, performance evaluation metrics, and standards for ethical conduct.