



Course syllabus - part A Sales techniques

12S20-STE
ECTS: 1.28
CYCLE: 2022L

SUBJECT MATTER CONTENT

LECTURE

Personal selling philosophy that incorporates the marketing concept. Relationship strategy - ethics, customer value and communication style. Product strategies that add value. Customer strategy - buying process, buyer behavior, prospects and accounts. Presentation strategies that adds value - approaching, consumer needs and consultative presentation. Presentation strategies that adds value - negotiations as part of the win-win personal selling strategy, partnership and customer service. Summarize: selling philosophy and sales techniques.

CLASSES

Personal selling opportunities and the marketing concept. Role of ethics, customer value, and communication style in building customer relationships. Creating product solutions and product-selling strategies that add value. Developing customer strategy. Adaptive selling, consultative questioning, and consultative sales presentation. Negotiations as part of the win-win personal selling strategy, closing a sale and building the customer-business partnership. Self-management and improvement. 75 sale techniques. Project presentation and test.

TEACHING OBJECTIVE

The transfer of knowledge concerning the essence, role and function of retail and wholesale trade and the transfer of knowledge concerning the basics of foreign trade. The aim of the course is to provide knowledge about: the nature, role and function of retail and wholesale trade, the basics of foreign trade, the mechanisms of the market, forms, techniques and strategies used in wholesale and retail. The teaching of the strategy of expanding sales markets by attracting new customers and building relationships with them during and after the sale. sales. Developing the ability to work and communicate in a group.

DESCRIPTION OF THE LEARNING OUTCOMES OF THE COURSE IN RELATION TO THE DESCRIPTION OF THE CHARACTERISTICS OF THE SECOND LEVEL LEARNING OUTCOMES FOR QUALIFICATIONS AT LEVELS 6-8 OF THE POLISH QUALIFICATION FRAMEWORK IN RELATION TO THE SCIENTIFIC DISCIPLINES AND THE EFFECTS FOR FIELDS OF STUDY:

Symbols for outcomes related to the discipline:

S/NZJA_P7S_UW+, S/NZJA_P7S_WG++, S/NZJA_P7S_KO++

Symbols for outcomes related to the field of study:

KP7_WG2+, KP7_KO3+, KP7_UW6+, KP7_WG1+, KP7_KO2+

LEARNING OUTCOMES:

Legal acts specifying learning outcomes:
684/2020

Disciplines: economics and finance, management and quality studies

Status of the course: Fakultatywny

Group of courses: C - przedmioty

specjalnościowe/związane z zakresem kształcenia

Code: ISCED

Field of study: Management

Scope of

education: Logistics (education offer in English)

Profile of education:

General academic

Form of studies: full-time

Level of studies: second degree studies

Year/semester: 2/4

Types of classes: Lecture, Classes

Number of hours in semester: Lecture: 15.00, Classes: 15.00

Language of

instruction: Polish

Introductory subject:

Prerequisites: lack

Name of the organisational unit conducting the

course: Instytut Nauk o Zarządzaniu i Jakości

Person responsible for the realization of the course: dr inż. Bożena Garbowska

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Additional remarks:

Knowledge:

W1 -
W2 -

Skills:

U1 -

Social competence:

K1 -
K2 -

TEACHING FORMS AND METHODS:

Lecture(W1;W2;):informational with multimedia presentation

Classes(U1;K1;K2;):Auditorium and seminar exercises, group work

FORM AND CONDITIONS OF VERIFYING LEARNING**OUTCOMES:**

Lecture: Part in the discussion - Attendance at lectures and participation in discussions (W1;W2;);

Classes: Report - ways of acquiring new customers (K1;);

Classes: Project - presenting a new product to a customer (U1;);

Classes: Presentation - modern sales techniques (K1;K2;);

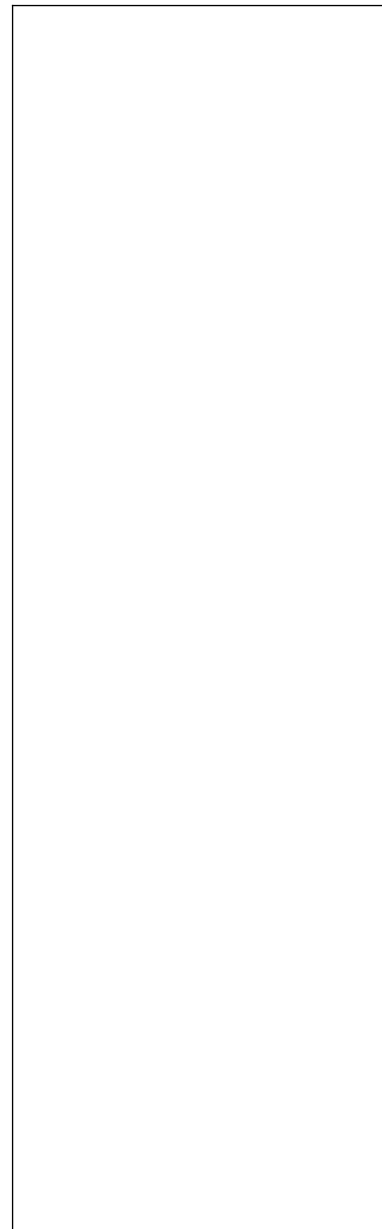
BASIC LITERATURE:

1. C.H. Futrell, *Nowoczesne techniki sprzedaży*, Tom 1, Wyd. OE, R. 2004, s. 10-150

2. R. Cox, P. Brittain, *Zarządzanie sprzedażą detaliczną*, Tom 1, Wyd. PWE, R. 2019, s. 25-70

3. Pollard M. , *The Introvert's Edge*, Tom 1, Wyd. Anacom Books, R. 2018, s. 10-94

4. Eades K., *The New Solution Selling: The Revolutionary Sales Process That Is Changing the Way People Sell*, Tom 1, Wyd. MCGRAW HILL BOOK CO , R. 2020, s. 15-97

SUPPLEMENTARY LITERATURE:

Detailed description of ECTS credits awarded - part B

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The number of ECTS credits awarded consists of:

1. Contact hours with the academic teacher:

- participation in: Lecture	15.0 h
- participation in: Classes	15.0 h
- consultation	2.0
	Total: 32.0 h.

2. Independent work of a student:

Total: 0 h

contact hours + independent work of a student Total: 32.0 h

1 ECTS credit = 25-30 h of an average student's work, number of ECTS credit = 32.0 h : 25.0 h/ECTS = 1.28 ECTS on average: 2.25 ECTS

- including the number of ECTS credits for contact hours with the direct participation of an academic teacher: 0,00 ECTS points,

- including the number of ECTS credits for hours of independent work of a student: