

Course title: **SALES TECHNIQUES**

ECTS credit allocation (and other scores): 2,25

Semester: spring

Level of study: ISCED-7 - second-cycle programmes (EQF-7)

Branch of science: Social sciences

Language: English

Number of hours per semester: 30

Course coordinator/ Department and e-mail: Kozłowski Wojciech, wojciech.kozlowski@uwm.edu.pl

Type of classes: classes and lectures

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#### Substantive content

**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.

**LECTURES:** 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.

**Learning purpose:** Understand of selling tools and use them effectively.

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**Knowledge:** of sales techniques and professional personal sales

**Skills:** preparing and conducting a professional sales call and practical use of selling technique

**Social Competencies:** using the knowledge in solving cognitive and practical problems in the performance of the function of a professional salesman.

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**Basic literature:** Gerald L Manning, Michael Ahearne, Barry L Reece. 2015. *Selling Today: Partnering to Create Value.*, Pearson.

**Supplementary literature:** Stephan Schiffman. 2012. *The Ultimate Book of Sales Techniques: 75 Ways to Master*, Simon & Schuster.

The allocated number of ECTS points consists of: 2,25

Contact hours with an academic teacher: 32

Student's independent work: 24,25