

# Sales techniques - course description

General information	
Course name	Sales techniques
Course ID	04.7-WM-BizEIP-TechnSprzed-Er
Faculty	<a href="#">Faculty of Computer Science, Electrical Engineering and Automatics</a>
Field of study	E-business
Education profile	practical
Level of studies	First-cycle Erasmus programme
Beginning semester	winter term 2021/2022

Course information	
Semester	6
ECTS credits to win	3
Course type	optional
Teaching language	english
Author of syllabus	<ul style="list-style-type: none"><li>dr inż. Joanna Cyganiuk</li></ul>

Classes forms					
The class form	Hours per semester (full-time)	Hours per week (full-time)	Hours per semester (part-time)	Hours per week (part-time)	Form of assignment
Lecture	15	1	-	-	Credit with grade
Laboratory	15	1	-	-	Credit with grade

## Aim of the course

The aim of the course is to familiarize students with modern methods and techniques of effective sales and customer service, with the characteristics of an effective salesman; familiarizing with ethics in customer relations; familiarizing with effective presentation and psychology in sales; familiarizing with methods of conducting trade talks, including argumentation, counterargumentation and protection against manipulation.

## Prerequisites

Customer relationship management, e-Commerce and e-service

## Scope

Lecture:

Success factors in business talks. Professional salesman: features, skills. Sales: planning and stages. Effectiveness of sales techniques. Sales psychology. Customer decision making: rules, psychology. Determinants of consumer behavior on the market. Customer search. Planning a conversation with the client. Contact by email with the client, telephone contact with the client - the rules. Meeting with the client: opportunities and problems, researching needs, techniques for starting a business conversation. Difficult customer: rules of conduct. Presentation and demonstration of the commercial offer: features, advantages, benefits. Choice of presentation method (demonstration), strategy to start it. Elements of the presentation. Argumentation techniques. Persuasion techniques. Manipulation techniques. Responding to customer reservations. Defence against manipulation. Management of time and sales area. Close of sale: techniques, trial close. After-sales activities. Complaints handling: rules. Ethics in relations with the client.

Laboratory:

The laboratory includes preparing, in accordance with the professional ethics, several presentations for selected products and services, according to the principle: features, benefits, including techniques of psychological impact on the client. The laboratory also includes responses to objections raised by the lecturer, conversation with a difficult customer and development of customer contact via e-mail.

## Teaching methods

Lecture - conventional lecture with the use a video projector.

Laboratory - practical classes given in the computer laboratory.

## Learning outcomes and methods of theirs verification

Outcome description	Outcome symbols	Methods of verification	The class form
Is able to design, prepare and conduct a presentation of a commercial offer using multimedia techniques in accordance with the rules adopted in this area.		<ul style="list-style-type: none"><li>a discussion</li><li>an oral response</li><li>carrying out laboratory reports</li></ul>	<ul style="list-style-type: none"><li>Laboratory</li></ul>

Outcome description	Outcomesymbols	Methods of verification	The class form
Is able to analyze and solve problems related to communication with the client, colleagues or the media.		<ul style="list-style-type: none"> <li>• a discussion</li> <li>• an oral response</li> <li>• carrying out laboratory reports</li> </ul>	<ul style="list-style-type: none"> <li>• Laboratory</li> </ul>
Has detailed knowledge of the practical applications of sales techniques in e-business		<ul style="list-style-type: none"> <li>• carrying out laboratory reports</li> </ul>	<ul style="list-style-type: none"> <li>• Lecture</li> </ul>
Understands the principles of ethical attitudes in sales techniques.		<ul style="list-style-type: none"> <li>• a test with score scale</li> </ul>	<ul style="list-style-type: none"> <li>• Lecture</li> </ul>
Is able to independently integrate obtained information, make their interpretation and critical assessment, draw conclusions as well as formulate and substantiate opinions.		<ul style="list-style-type: none"> <li>• a discussion</li> <li>• an oral response</li> <li>• carrying out laboratory reports</li> </ul>	<ul style="list-style-type: none"> <li>• Laboratory</li> </ul>
Has expanded knowledge regarding information acquisition for sales and e-sales		<ul style="list-style-type: none"> <li>• a test with score scale</li> </ul>	<ul style="list-style-type: none"> <li>• Lecture</li> </ul>
Is able to properly set priorities for the implementation of a specific task.		<ul style="list-style-type: none"> <li>• a discussion</li> <li>• an oral response</li> <li>• carrying out laboratory reports</li> </ul>	<ul style="list-style-type: none"> <li>• Laboratory</li> </ul>
Is aware of the role of professional ethics in sales techniques.		<ul style="list-style-type: none"> <li>• a discussion</li> <li>• an oral response</li> <li>• carrying out laboratory reports</li> </ul>	<ul style="list-style-type: none"> <li>• Laboratory</li> </ul>

## Assignment conditions

Lecture - written test carried out at the end of the semester.

Laboratory - the final grade is the weighted sum of grades obtained for the realization of individual elements of the course and the form of its presentation. The contribution of individual elements of the assessment: laboratory assessment and preparation of the form of sales activities - 50%, visual presentation of sales activities - 25%, conversation with the client 25%.

The final grade is 50% of the lecture grade plus 50% of the laboratory grade.

## Recommended reading

1. Alan Gordon, The Big Book of Sales: Mastering The Art of Sales. Combining powerful sales technique with an understanding of human behavior. Build a wildly successful career in sales. Start now!; CreateSpace Independent Publishing Platform; 2018;
2. Stephan Schiffman, The Ultimate Book of Sales Techniques: 75 Ways to Master Cold Calling, Sharpen Your Unique Selling Proposition, and Close the Sale, Adams Media, 2012,
3. William Brooks, Sales Techniques, McGraw-Hill Education, 2004,
4. Brian Tracy, The Psychology of Selling: Increase Your Sales Faster and Easier Than You Ever Thought Possible, Thomas Nelson, 2006,
5. Brian Tracy, The Art of Closing the Sale: The Key to Making More Money Faster in the World of Professional Selling, HarperCollins Leadership, 2007,
6. James Muir, The perfect close: the secret to closing sales, Best Practice International, 2016,
7. Huey Lee, Customer Finding: Online Lead Generation Techniques and Strategies to Grow Your, HueyLee.net, 2016,
8. Matthew Dixon, The challenger customer, Penguin Books, 2015

## Further reading

1. Erik Peterson, Tim Riesterer, Conrad Smith, The Three Value Conversations: How to Create, Elevate, and Capture Customer Value at Every Stage of the Long-Lead Sale, MacGraw-Hill Education, 2015

## Notes

Modified by dr inż. Joanna Cyganiuk (last modification: 13-07-2021 19:04)

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