

Sales techniques - opis przedmiotu

Informacje ogólne	
Nazwa przedmiotu	Sales techniques
Kod przedmiotu	04.7-WM-BizEIP-TechnSprzed-Er
Wydział	Wydział Informatyki, Elektrotechniki i Automatyki
Kierunek	Biznes elektroniczny
Profil	praktyczny
Rodzaj studiów	Program Erasmus pierwszego stopnia
Semestr rozpoczęcia	semestr zimowy 2022/2023

Informacje o przedmiocie	
Semestr	6
Liczba punktów ECTS do zdobycia	3
Typ przedmiotu	obieralny
Język nauczania	angielski
Sylabus opracował	dr inż. Joanna Cyganiuk

Formy zajęć					
Forma zajęć	Liczba godzin w semestrze (stacjonarne)	Liczba godzin w tygodniu (stacjonarne)	Liczba godzin w semestrze (niestacjonarne)	Liczba godzin w tygodniu (niestacjonarne)	Forma zaliczenia
Wykład	15	1	-	-	Zaliczenie na ocenę
Laboratorium	15	1	-	-	Zaliczenie na ocenę

Cel przedmiotu

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.

Wymagania wstępne

Customer relationship management, e-Commerce and e-service

Zakres tematyczny

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.

Metody kształcenia

Lecture - conventional lecture with the use a video projector.

Laboratory - practical classes given in the computer laboratory.

Efekty uczenia się i metody weryfikacji osiągnięcia efektów uczenia się

Opis efektu	Symbole efektów	Metody weryfikacji	Forma zajęć
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.		- dyskusja - odповідь ustna - wykonanie sprawozdań laboratoryjnych	Laboratorium

Opis efektu	Symbole efektów	Metody weryfikacji	Forma zajęć
Is able to analyze and solve problems related to communication with the client, colleagues or the media.		- dyskusja - odpowiedź ustna - wykonanie sprawozdań laboratoryjnych	Laboratorium
Has detailed knowledge of the practical applications of sales techniques in e-business		wykonanie sprawozdań laboratoryjnych	Wykład
Understands the principles of ethical attitudes in sales techniques.		sprawdzian z progami punktowymi	Wykład
Is able to independently integrate obtained information, make their interpretation and critical assessment, draw conclusions as well as formulate and substantiate opinions.		- dyskusja - odpowiedź ustna - wykonanie sprawozdań laboratoryjnych	Laboratorium
Has expanded knowledge regarding information acquisition for sales and e-sales		sprawdzian z progami punktowymi	Wykład
Is able to properly set priorities for the implementation of a specific task.		- dyskusja - odpowiedź ustna - wykonanie sprawozdań laboratoryjnych	Laboratorium
Is aware of the role of professional ethics in sales techniques.		- dyskusja - odpowiedź ustna - wykonanie sprawozdań laboratoryjnych	Laboratorium

Warunki zaliczenia

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.

Literatura podstawowa

1. Wendy Connick, Sales 101: From Finding Leads and Closing Techniques to Retaining Customers and Growing Your Business, an Essential Primer on How to Sell, Adams Media, New York, 2019,
2. 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,
3. 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,
4. William Brooks, Sales Techniques, McGraw-Hill Education, 2004,
5. Brian Tracy, The Psychology of Selling: Increase Your Sales Faster and Easier Than You Ever Thought Possible, Thomas Nelson, 2006,
6. Brian Tracy, The Art of Closing the Sale: The Key to Making More Money Faster in the World of Professional Selling, HarperCollins Leadership, 2007,
7. James Muir, The perfect close: the secret to closing sales, Best Practice International, 2016,
8. Huey Lee, Customer Finding: Online Lead Generation Techniques and Strategies to Grow Your, HueyLee.net, 2016,
9. Matthew Dixon, The challenger customer, Penguin Books, 2015

Literatura uzupełniająca

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

Uwagi

Zmodyfikowane przez dr inż. Joanna Cyganiuk (ostatnia modyfikacja: 22-04-2022 12:17)

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