#### card of course

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| --- | --- |
| Subject name | Sales techniques |

1. The placement of the subject in the study system

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| --- | --- |
| 1.1. Field of study | Management |
| 1.2. Form and path of study | Full-time/Part-time |
| 1.3. Level of education | First-cycle studies |
| 1.4. Study profile | Practical |

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| 1. 5. Specialty | - |
| 1.6. Subject Coordinator | Mgr Małgorzata Lipczyńska |

2. General characteristics of the subject

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| --- | --- |
| 2.1. Belonging to a subject group | Directional/Practical |
| 2.2. Number of ECTS | 2 |
| 2.3. Language of lectures | English |
| 2.4. Semesters in which the subject is taught | II |
| 2.5.Criteria for selecting course participants | - |

1. Learning outcomes and course delivery
	1. Subject Objectives

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| --- | --- |
| No. | Subject Objectives |
|
| C1 | To familiarize students with the concepts, regularities and problems in the area of sales techniques and with the techniques of proceeding in specific sales situations. |
| C2 | Acquiring skills in preparing and conducting a sales presentation |
| C3 | Acquiring the ability to build partnerships in business contacts |
| C4 | Acquiring the ability to communicate properly with a client and deal with a difficult client |
| C5 | Acquiring skills in using sales techniques |

* 1. Subject-specific learning outcomes, divided into knowledge , skills and competences , with reference to the directional learning outcomes

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| --- | --- | --- | --- |
| No. | Description of subject learning outcomes | Reference to directional effectslearning (symbols) | Method of implementation (mark "X") |
| ST | NST |
| Classes at the University | Activities on the platform | Classes at the University | Activities on the platform |
| After passing the course, the student knows and understands **the knowledge** |
| W1 | Knows the typology of clients and the principles of influencing clients | Z1\_W10Z1\_W13 | X |  | X |  |
| W2 | Knows and understands the principles of ethical attitudes in sales techniques | X |  | X |  |
| W3 | Knows the definitions, concepts and methods of sales techniques |  | X |  | X |  |
| W4 | Knows the types of difficult situations in the sales process and how to deal with them | X |  | X |  |
| After passing the course, the student is **able** to: |
| U1 | Able to apply sales methods and techniques and adapt them to difficult situations with customers | Z1\_U04Z1\_U11Z1\_U14Z1\_U18 | X |  | X |  |
| U2 | Able to build rapport with and communicate with clients, assess client type and take appropriate action tailored to the client and specific situation | X |  | X |  |
| U3 | Is able to prepare and conduct a presentation of a commercial offer, taking into account the sales techniques learned | X |  | X |  |
| U4 | Is able to plan the sales process and solve problems related to it | X |  | X |  |
| After completing the course, the student is ready to take part in **social competences.** |
| K1 | Building partnerships in business contacts | Z1\_K06 | X |  | X |  |
| K2 | Understanding the application of sales techniques in the sales process, he is ready to evaluate it from the point of view of ethics, as well as accepted legal and industry standards | X |  | X |  |

3.3. Forms of teaching and their number of hours - Full-time studies (ST), Part-time studies (NST)

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Path | Lecture | Exercises | Design | Workshop | Laboratory | Seminar | Lecturer | Classes conducted using distance learning methods and techniques in the form of ………………. | Other | **ECTS points** |
| **ST** |  | 30 |  |  |  |  |  |  |  | 2 |
| **NST** |  | 15 |  |  |  |  |  |  |  | 2 |

3.4. Content of education (separately for each form of classes: (W, ĆW, PROJ, WAR, LAB, LEK, OTHER). It should be marked (X) how the given content will be implemented (classes at the university or classes on the e-learning platform conducted using distance learning methods and techniques)

TYPE OF CLASSES: EXERCISES

|  |  |  |  |
| --- | --- | --- | --- |
| No. | Content of the course | Reference to subject-specific learning outcomes | Method of implementation (mark "X") |
| ST | NST |
| **Classes at the University** | **Activities on the platform** | **Classes at the University** | **Activities on the platform** |
| 1. | Sales techniques – definitions, types of techniques | W3, U1 | X |  | X |  |
| 2. | Seller – role, personality, characteristics | W2, W3, U1 | X |  | X |  |
| 3. | Client - client definition, client types | W1, W3, U1, U2 | X |  | X |  |
| 4. | Sales Communication: Building Customer Relationships | W2, W3, W4, U1, U2, K1, K2 | X |  | X |  |
| 5. | Sales Target Identification | W3, U1, U4, K1, K2 | X |  | X |  |
| 6. | Sales Start and Body Language | W2, W4, U1, U2, U4, K1, K2 | X |  | X |  |
| 7. | Recognizing customer needs | W1, U1, U2, U4, K1, K2 | X |  | X |  |
| 8. | Presentation of the commercial offer and argumentation (argumentation methods) | W2, W3, U1, U3, U4, K1, K2 | X |  | X |  |
| 9. | Managing customer objections (price defense, negotiation) | W1, W2, W4, U1, U2, U4, K1, K2 | X |  | X |  |
| 10. | Closing the sale | W4, U1, U2, K1, K2 | X |  | X |  |
| 11. | The Sales Process in Practice – The Sales Game | W1, W4, U1, U2, U3, U4, K1, K2 | X |  | X |  |
| 12. | Passing the subject – presentation of the commercial offer | W2, U1, U2, U3, U4, K1, K2 | X |  | X |  |
| 13. | Summary of classes and discussion of grades |  | X |  | X |  |

3.5. Methods of verifying learning outcomes (indication and description of methods of conducting classes and verification of achievement of learning outcomes and method of documentation)

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| --- | --- | --- | --- |
| Subject Effects | Teaching methods | Methods of verifying learning outcomes | Documentation methods |
| KNOWLEDGE |
| W1-W4 | Multimedia presentation, discussion, problem-solving, design | Written test- 50% of the final grade from the exercises | Archived test |
| SKILLS |
| U1-U4 | Multimedia presentation, discussion, problem solving, design | assessment for preparation and presentation of the commercial offer in accordance with the sales techniques learned- 50% of the final grade from the exercises | Archived term paper |
| SOCIAL COMPETENCES |
| K1-K2 | Multimedia presentation, discussion, problem solving, design | assessment for preparation and presentation of the commercial offer in accordance with the sales techniques learned- 50% of the final grade from the exercises | Archived term paper |

3.6. Assessment criteria for the achieved learning outcomes

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| --- | --- | --- | --- | --- | --- |
| Learning effect | For a grade of 3 or "pass."the student knows and understands/is able to/is ready to | For a grade of 3.5, the student knows and understands/is able to/is ready to | For a grade of 4, the student knows and understands/is able to/is ready to | For a grade of 4.5, the student knows and understands/is able to/is ready to | For a grade of 5, the student knows and understands/is able to/is ready to |
| W | 51-60% of knowledge indicated in learning outcomes | 61-70% of knowledge indicated in learning outcomes | 71-80% of knowledge indicated in learning outcomes | 81-90% of knowledge indicated in learning outcomes | 91-100% of knowledge indicated in learning outcomes |
| U | 51-60% of skills indicated in learning outcomes | 61-70% of skills indicated in learning outcomes | 71-80% of skills indicated in learning outcomes | 81-90% of skills indicated in learning outcomes | 91-100% of skills indicated in learning outcomes |
| K | 51-60% of skills indicated in learning outcomes | 61-70% of skills indicated in learning outcomes | 71-80% of skills indicated in learning outcomes | 81-90% of skills indicated in learning outcomes | 91-100% of skills indicated in learning outcomes |

3.7. Literature

**Basic**

1. Zarębska Anna (red.), Using modern solutions in business, System-Graf Lublin 2010
2. Biblia handlowca - najbogatsze źródło sprzedaży, Gitomer J. Wydawnictwo HELION 2016
3. Rosell L., Techniki sprzedaży : o sztuce sprzedawania, BL Info Polska, Gdańsk, 2014
4. Bednarski A., Mistrz sprzedaży, Helion, Gliwice, 2024

**Supplementary**

1. Żurkowska Beata (red.) Management : new challenges, Politechnika Lubelska, Lublin 2012
2. Hamilton, Cheryl. Skuteczna komunikacja w biznesie / Cheryl Hamilton ; przekł. Anna Cybulko ; red. nauk. Teresa Rzepa. Warszawa : Wydawnictwo Naukowe PWN, 2011.
3. Winch Anna, Techniki sprzedaży i negocjacji, Difin, Warszawa 2000.

4. Student workload - ECTS points balance

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| --- | --- |
| **Types of student activity** | **Student Load** |
| **ST** | **NST** |
| **Classes requiring direct contact between the student and the academic teacher at the university premises** | **30** | **15** |
| Classes included in the study plan | 30 | 15 |
| **Student's own work** | **20** | **35** |
| Ongoing preparation for classes, preparation of project work/presentations/etc. | 10 | 20 |
| Preparation for passing classes | 10 | 15 |
| **TOTAL STUDENT HOURLY LOAD** | **50** | **50** |
| **Number of ECTS points** | **2** | **2** |

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| Last change date | 30/09/2024 |
| The changes were introduced | ZAZ Education Quality Team |
| The changes were approved | Mgr Anna Bielak |