

SALES TECHNIQUES

1	Course Title:	SALES TECHNIQUES
2	Course Code:	PZRS031
3	Type of Course:	Optional
4	Level of Course:	Short Cycle
5	Year of Study:	2
6	Semester:	4
7	ECTS Credits Allocated:	3.00
8	Theoretical (hour/week):	1.00
9	Practice (hour/week):	2.00
10	Laboratory (hour/week):	0
11	Prerequisites:	no prerequisite
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Öğr. Gör. Dr. HANDE ARIKAN KILIÇ
15	Course Lecturers:	Meslek Yüksekokulları yönetim kurullarının görevlendirdiği öğretim elemanları
16	Contact information of the Course Coordinator:	arikh@uludag.edu.tr Tel:(0224)6133102/61559
17	Website:	
18	Objective of the Course:	To ensure that the students shall have detailed knowledge of sales and sales processes
19	Contribution of the Course to Professional Development:	The individuals who will work as salespeople to have a command of basic sales techniques, meeting objections, closing sales and basic communication skills.
20	Learning Outcomes:	
	1	Being able to comprehend the place of personal sales within the marketing process
	2	Being able to describe the advantages and disadvantages of personal sales
	3	Being able to use body language, empathy and efficient communication process in personal sales
	4	Being able to comprehend and apply the characteristics of personal sales
	5	Being able to manage CRM based studies
	6	Being able to constitute and apply a Customer Complaint Management system
	7	Being able to follow up the process between order processing and product delivery date
	8	Being able to constitute and direct sales techniques required in crisis periods
	9	Being able to manage the process of after sales - customer loyalty
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21	Course Content:	
	Course Content:	
Week	Theoretical	Practice
1	Introduction to personal selling	Relevant examples

2	Sales representative concept and sales representative features	Relevant examples
3	Information gathering and preparation in personal selling process	Relevant examples
4	Approach to customer candidates and used approach techniques	Relevant examples
5	Presentation techniques in the personal selling process	Relevant examples
6	Sales presentation mix and personal sales presentation strategies	Relevant examples
7	The concept of closing sales and closing sales techniques	Relevant examples
8	Closing sales approaches	Relevant examples
9	Closing question techniques	Relevant examples
10	Recommended sales	Relevant examples
11	Termination of the sales process	Relevant examples
12	After-sales customer service and basic elements of the services provided	Relevant examples
13	After-sales service approach and methods	Relevant examples
14	Customer complaints and complaint management	Relevant examples

22	Textbooks, References and/or Other Materials:	Kişisel Satış Teknikleri, Anadolu Üniversitesi Açıköğretim Fakültesi Yayını Kişisel Satış Teknikleri, Prof. Dr. Ayvar Uslu, Beta Basım
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Activities			Number	Duration (hour)	Total Work Load (hour)
23	Assessment		14	1.00	14.00
TERM LEARNING ACTIVITIES			NUMBER	WEIGHT	
Practicals/Labs			14	2.00	28.00
Midterm Exam			1	2.00	2.00
Homeworks			0	0.00	0.00
Project			0	0.00	0.00
Field Studies			0	0.00	0.00
Term exams			2	7.00	14.00
Others			0	0.00	0.00
Final Exams			1	14.00	14.00
Total Work Load					91.00
Total work load/ 30 hr			100.00		3.03
ECTS Credit of the Course					3.00
Course			the principles of Bursa Uludağ University Associate and Undergraduate Education Regulation.		

24	ECTS / WORK LOAD TABLE
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25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	1	1	1	1	1	1	1	1	1	4	1	1	1	1	1	1
ÖK2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
ÖK3	4	1	1	1	1	1	1	1	1	5	1	1	1	1	1	1

ÖK4	1	1	1	1	1	1	1	4	1	5	1	1	1	1	1	1
ÖK5	1	4	1	5	1	1	4	1	1	1	1	1	1	1	1	1
ÖK6	1	1	5	1	4	1	1	1	1	1	4	1	1	1	1	1
ÖK7	1	1	1	5	1	1	1	1	1	1	1	1	1	1	1	1
ÖK8	1	1	1	1	5	5	4	4	5	1	4	4	1	1	1	1
ÖK9	4	1	4	4	1	1	1	1	1	4	1	4	1	1	1	1
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			