

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:		
16	Contact information of the Course Coordinator:	arikanh@uludag.edu.tr Tel:(0224)6133102/61510	
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:		
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
		10	
21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	
1	Introduction to personal selling		
2	Sales representative concept and sales representative features		

3	Information gathering and preparation in personal selling process	
4	Approach to customer candidates and used approach techniques	
5	Presentation techniques in the personal selling process	
6	Sales presentation mix and personal sales presentation strategies	
7	The concept of closing sales and closing sales techniques	
8	Closing sales approaches	
9	Closing question techniques	
10	Recommended sales	
11	Termination of the sales process	
12	After-sales customer service and basic elements of the services provided	
13	After-sales service approach and methods	
14	Customer complaints and complaint management	
22	Textbooks, References and/or Other Materials:	Kişisel Satış Teknikleri, Anadolu Üniversitesi Açıköğretim Fakültesi Yayını Kişisel Satış Teknikleri, Prof. Dr. Aypar Uslu, Beta Basım Yayım Satışta ve Pazarlamada Müşteri İlişkileri Yönetimi, Prof. Dr. Yavuz Odabaşı, Sistem Yayıncılık
23	Assesment	
TERM LEARNING ACTIVITIES		NUMBER
Midterm Exam		1
Quiz		0
Home work-project		0
Final Exam		1
Total		2
Contribution of Term (Year) Learning Activities to Success Grade		40.00
Contribution of Final Exam to Success Grade		60.00
Total		100.00
Measurement and Evaluation Techniques Used in the Course		
24	ECTS / WORK LOAD TABLE	

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	1.00	14.00
Practicals/Labs	14	2.00	28.00
Self study and preperation	14	2.00	28.00
Homeworks	0	0.00	0.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	1	7.00	7.00
Others	0	0.00	0.00
Final Exams	1	14.00	14.00
Total Work Load			91.00
Total work load/ 30 hr			3.03
ECTS Credit of the Course			3.00

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	4	2	0	0	0	0	3	0	0	3	0	3	0	0	0	0
ÖK2	3	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0
ÖK3	2	0	0	0	0	0	0	4	0	0	0	0	0	0	0	0
ÖK4	2	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0
ÖK5	0	0	3	0	4	0	0	0	4	0	0	0	0	0	0	0
ÖK6	2	3	2	0	0	0	0	0	0	0	2	0	0	0	0	0
ÖK7	3	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0
ÖK8	3	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			