

## PERSONAL SELLING TECHNIQUES

1	Course Title:	PERSONAL SELLING TECHNIQUES
2	Course Code:	KSTZ231
3	Type of Course:	Compulsory
4	Level of Course:	Short Cycle
5	Year of Study:	2
6	Semester:	3
7	ECTS Credits Allocated:	3.00
8	Theoretical (hour/week):	3.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Öğr. Gör. İSMAİL ÇAKMAK
15	Course Lecturers:	MYO'ların Yönetim Kurullarının Görevlendirdiği Öğretim Elemanları
16	Contact information of the Course Coordinator:	Öğr. Gör. İsmail ÇAKMAK B.U.Ü. Orhaneli Meslek Yüksekokulu 0 (224) 294 26 86 - 62424
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:	
	<b>Course Content:</b>	
Week	Theoretical	Practice
1	Introduction to personal selling	

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

<b>22</b>	Textbooks, References and/or Other Materials:	Personal Sales Techniques, Prof. Dr. Aypar Uslu, Beta Publishing Presentations prepared by the instructor
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Midterm Exam	1	40.00	1.00	14.00
Practicals/Labs		14	2.00	28.00
Self-study and preparation	0	0.00	1.00	14.00
Homeworks		14	2.00	28.00
Projects	2	100.00	0.00	0.00
Field Studies		0	0.00	0.00
Success Grade Midterm exams		1	1.00	1.00
Others		0	0.00	0.00
<b>Total Exams</b>		100.00	1.00	1.00
Total Work Load				86.00
Course Total work load/ 30 hr		the principles of Bursa Uludağ University Associate and Undergraduate Education Regulation		
ECTS Credit of the Course				3.00

[illegible]

ÖK5	0	4	4	0	0	0	0	3	0	0	0	0	0	0	0	0
ÖK6	0	4	4	0	4	0	0	3	0	0	0	0	0	0	0	0
ÖK7	0	4	4	0	4	0	0	3	0	0	0	0	0	0	0	0
ÖK8	3	4	4	0	4	0	0	0	0	0	0	0	0	0	0	0
ÖK9	0	4	4	0	4	0	0	3	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			