



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title	Personal Sales Techniques								
Course Code	PMP202		Course Level		Short Cycle (Associate's Degree)				
ECTS Credit	6	Workload	150 (Hours)	Theory	4	Practice	0	Laboratory	0
Objectives of the Course	The student, according to the market and the characteristics of the target audience to be able to follow the profession with related publications, software packages analyze be able to select software packages used in the process of selling out according to the company, according to the sales staff performance evaluations ability to provide the motivation by identifying the need for motivation, community and implemented by acting according to the rules required by the work ethic that to achieve the sales process, performing in this context; The customer can determine the properties of resources by searching for potential customers to carry out their sales process, preparing pre-sales, after-sales services to keep up with the stress and manage time is to be able to use effectively.								
Course Content	Concept Sales Representative, Sales Representative of the Occupational Development Process, Sales Representative Training Program, stress and time management, measurement determined performance criteria, ensuring the motivation of the sales staff, Personal Selling and Morality								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Case Study, Individual Study								
Name of Lecturer(s)									

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading	
1	Kişisel Satış Teknikleri

Week	Weekly Detailed Course Contents	
1	Theoretical	Personal Definition of Sales Promotion Features and Differences from Other Operations, Personal Sales Pros and Cons
2	Theoretical	Concept Sales Representative, Sales Representative Responsibilities, Sales Representative Needed None of the properties
3	Theoretical	Process of Professional Development Sales Representative, Sales Representative Training Program, to follow the publications related to the profession of Sales Representatives
4	Theoretical	analysis of the software used in the sales process, the choice of software used in the sales process
5	Theoretical	Ensuring the motivation of the sales staff,
6	Theoretical	Measuring the performance criteria identified
7	Theoretical	Personal Selling and Morality
8	Intermediate Exam	Midterm
9	Theoretical	Personal Selling Activities in the Communication, Importance of Communication, Oral Communication, Personal Selling in non-verbal communication, body language
10	Theoretical	Your Sales Process and Stages, Information Collection and Preparation in Your Sales Process
11	Theoretical	Sales memories in Your Sales Process Your Sales Presentation and Presentation Strategies
12	Theoretical	Customer Objections and Appeals causes and solutions in Your Sales Process



13	Theoretical	Closing the Personal Selling Process Closing Techniques, Closing Time
14	Theoretical	Stress and manage time
15	Theoretical	An overview of what has been learned about the course

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	4	56
Assignment	5	5	0	25
Individual Work	8	5	0	40
Midterm Examination	1	15	1	16
Final Examination	1	12	1	13
Total Workload (Hours)				150
[Total Workload (Hours) / 25*] = ECTS				6

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	
2	
3	
4	
5	

Programme Outcomes (Marketing)

1	Ability to use the theoretical information in the application
2	A process in order to meet the requirements of managing skills
3	Ability to work in interdisciplinary teams, including
4	Define and solve problems in professional practice
5	Professional ethics and responsibility
6	The ability to learn about sector problems
7	To understand the legal regulations and practices
8	Effective communication skills
9	Knowledge and use professional tools and techniques with other communication technology tools Ability
10	Career planning processes and practices
11	Vocational and entrepreneurial skills for self-reliance
12	Cultural and social responsibilities, understanding, adoption and application skills
13	Awareness of the necessity of lifelong learning and its ability to perform
14	To follow national and international contemporary issues
15	Ataturk's principles and be sensitive to the Revolution, to use the Turkish language correctly, have the ability to understand unfamiliar terms on the basis of official correspondence and make space

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4
P1	5	5	5	5
P2	5	5	5	5
P3	5	5	5	5
P4	5	5	5	5

