



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Basic Sales Techniques For Call Centers							
Course Code		ÇMH202		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to explain the basic concepts of sales in call centers and to teach different sales methods and sales process.							
Course Content		Sales Management, Personal Sales, Sales Force Planning and Organization, Sales Force Motivation and Improvement of the Award, Evaluation of Sales Force							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Individual Study					
Name of Lecturer(s)		Ins. Yasin BAŞLAR							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Call Center Services, Call Gürsoy, Aslı Öztürk Terzi, Hıdır Polat, Mehmet Carlık, Sakarya Publishing.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Sales Management
2	Theoretical	Sales Management
3	Theoretical	Personal Sales
4	Theoretical	Personal Sales
5	Theoretical	Sales Force Planning and Organization
6	Theoretical	Sales Force Planning and Organization
7	Theoretical	Sales Force Development
8	Theoretical	Sales Force Development
9	Theoretical	Motivation and Rewarding
10	Theoretical	Motivation and Rewarding
11	Theoretical	Evaluation of Sales Force
12	Theoretical	Evaluation of Sales Force
13	Theoretical	Evaluation of Sales Force
14	Theoretical	Evaluation of Sales Force
15	Theoretical	An overview
16	Final Exam	Semestr final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Assignment	20	0	1	20
Individual Work	16	0	1	16
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	At the end of the course, students will be able to explain the basic concepts of tele-sales in call centers.
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2	At the end of this course, student can explain different sales methods in call centers and sales periods in call centers.
3	At the end of this course, the student can communicate effectively with the customer over the phone.
4	Have knowledge about customer relations.
5	Have knowledge about sales techniques.

Programme Outcomes (Call Center Services)

1	Ability to use information and communication technology tools and other professional tools and techniques
2	Ability to plan and implement professional processes
3	Foreign language communication skills
4	Professional confidence
5	Entrepreneurship Skills
6	Ability to use theoretical domain knowledge in practice
7	Ability to manage a process to meet requirements
8	Work skills in teams, including interdisciplinary
9	Ability to identify and solve problems in professional practice
10	Professional ethics and accountability

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

	L1	L2	L3	L4	L5
P1	5	5	5	4	5
P2	5	4	4	5	5
P4	5	5	5	5	5
P5	5	5	5	5	5
P6	4	4	4	5	5
P7	4	4	4	4	4
P8	3	3	3	3	4
P9	3	5	5	5	5
P10	5	5	5	5	5

