



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Sales Techniques							
Course Code		ISL316		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The overall objective of this course is to elaborate on personal selling to inform about duties of sales manager and salespersons.							
Course Content		The definition, characteristics and development of personal selling , importance and objectives of personal selling, the concept of sales representatives, communication and body language of personal sales activities, data collection and preparation of personal sales process, the moment of sales, techniques for customer objections during sales process, the closure of the individual sales process.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)									

Prerequisites & Co-requisites

ECTS Requisite	75
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Assessment Methods and Criteria

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

Recommended or Required Reading

1	Uslu,Aypar,Prof. Dr., Kişisel Satış Teknikleri, İstanbul, Beta Basım Yayım Dağıtım, 2006
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Week	Weekly Detailed Course Contents	
1	Theoretical	Personal selling, definition and properties
2	Theoretical	Personal selling objectives, advantages and disadvantages
3	Theoretical	The concept and characteristics of sales representative
4	Theoretical	Responsibilities of sales representative
5	Theoretical	Sales representative of the essential elements of education
6	Theoretical	Personal contact the sales activity
7	Theoretical	The importance of body language and personal selling
8	Intermediate Exam	Midterm Exams
9	Theoretical	Personal selling in the process of data collection and preparation
10	Theoretical	Planning and making the interview appointment
11	Theoretical	The first impression of your personal sales meeting and sales presentation
12	Theoretical	Customer definition and types of customer behavior
13	Theoretical	Customer objections
14	Theoretical	Answering Objections methods
15	Theoretical	Discussion, problem solving for the final exam
16	Final Exam	Final Exams
17	Final Exam	Final Exams

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Midterm Examination	1	25	1	26



Final Examination	1	28	1	29
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to clarify the awareness of sales force, sales person, customer service,
2	To be able to get information about sales, dealer, personal sales management, sales representative concepts,
3	To be able to Learn sales principles and tactics,
4	To be able to enhance effective communication, active listening, effective presentation skills.
5	Explains the basic concepts related to the motivation of sales force and shows how to apply.

Programme Outcomes (International Trade and Finance)

1	To become individuals having high intellectual capacity, improved social skills, positive thinking, the ability to adapt to different environments and institutions
2	To have technical equipment, flexible thinking and action ability and multiple language skills to be capable of working in international platforms
3	To be able to utilize the basic knowledge they obtained with an interdisciplinary approach to business, economics, etc. in creating expertise in the fields of International Trade and Finance in accordance with the requirements of the globalized business world
4	To develop suggested solutions and recommendations by informing the people and institutions predicting regional, national and international problems in the fields of international trade and finance with a proactive approach
5	To possess the ability of analytical thinking and the ability to synthesize with quantitative proficiency as required in the program
6	To have the characteristics to inquire and investigate the knowledge and skills acquired during the education process in relation to the requirements of existing market conditions
7	To identify and analyze the validity of theories related to the international trade and finance and their relationships regarding current conditions
8	To possess the knowledge of a second foreign language to the extent of their individual abilities, besides the competency in the English language to be able to communicate effectively
9	To have the qualifications of managing and being managed to solve existing and potential problems encountered in practice
10	To be able to organize activities that will contribute to the personal and professional development of the employees in the department where he/she holds an executive position

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	3	4	3	2	2
P2	3	4	5	2	3
P3	4	4	5	5	3
P4	5	4	1	3	4
P5	5	4	2	3	4
P6	4	3	2	4	5
P7	4	2	2	5	5
P8	3	3	2	5	4
P9	2	5	3	5	3
P10	3	4	4	5	2

