



Syllabus of Module

7. Sales Skills

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Module Annotation

Very strong competition from suppliers, growing customer demands and the increasing technical and technological demands of many industries require changes in the behaviour of entities in the interests of their prosperity, retention and survival. It is necessary to change the traditional approach and the way of communication with customers in the B2C and B2B environments. In the B2B environment, of course, these are more demanding processes. Communication, knowledge and understanding of processes, anticipating the development of disciplines and the requirements of end customers are increasingly important activities generating a competitive advantage. A different view of communication with the customer may offer new possibilities of cooperation and ensuring the success of the entities on the market.

Module Objective

The aim of the module is to familiarise students with the preparation of the business process and the creation of a so-called irresistible offer. Then with the role of a trader, with the image and behaviour of a trader and with modern sales techniques. In the module, students learn about the individual stages of the sales cycle, how to improve them using various techniques and how to improve their presentation and sales skills. Students will find out their strengths and weaknesses in their own sales style and learn the important principles of sales communication.

The module develops and helps to improve already learned and known sales capabilities. Thanks to the module, students learn how to find new sales arguments and how to achieve an increase in total sales in the company. Students will be introduced to the structure of the business meeting, the strategy of dealing with various types of clients and will also learn how to effectively present their offer.

Literature

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