

Subject card

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| Subject name and code | Modern Sales Techniques, PG_00199988 | | | | | | |
| Field of study | International Economic Relations | | | | | | |
| Date of commencement of studies | October 2026 | Academic year of realisation of subject | | | 2027/2028 | | |
| Education level | Bachelor's studies | Subject group | | | Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study | | |
| Mode of study | part-time studies | Mode of delivery | | | at the university | | |
| Year of study | 2 | Language of instruction | | | Polish | | |
| Semester of study | 4 | ECTS credits | | | 2.0 | | |
| Learning profile | academic | Assessment form | | | credit | | |
| Conducting unit | Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | | dr Tomasz Konewka | | | | |
| | Teachers | | | | | | |
| Lesson types | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 0.0 | 14.0 | 0.0 | 6.0 | 0.0 | 20 |
| | E-learning hours included: 0.0 | | | | | | |
| Learning activity and number of study hours | Learning activity | Participation in didactic classes included in study plan | | Participation in consultation hours | | Self-study | SUM |
| | Number of study hours | 20 | | 0.0 | | 30.0 | 50 |
| Subject objectives | <p>Ability to formulate sales goals and build value in the negotiation process.</p> <p>Ability to use appropriate sales and negotiation techniques.</p> <p>The ability to build and develop relationships as an element of building value with the contractor.</p> | | | | | | |

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| Learning outcomes | Course outcome | Subject outcome | Method of verification |
| | [MSGL3_W15] has an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management | the student is able to assess economic and social phenomena occurring in the open economy, interpret the necessary conditions for the functioning of economic entities in this respect | [SW4] test/exam - oral or written |
| | [MSGL3_W05] has knowledge and understanding of the principles of establishing and developing various forms of entrepreneurship | the student knows and understands the forms of entrepreneurship and is ready to think and act in an entrepreneurial manner; | [SW4] test/exam - oral or written |
| | [MSGL3_U07] can perform commercial transactions on the international market, select and apply appropriate forms of transaction settlement, analyse and critically assess the course of transactions | the student is able to analyze commercial transactions and skillfully choose and use their appropriate form. Deepening knowledge about choosing the right transaction is possible additional analysis during consultations | [SU4] test/exam - oral or written |
| | [MSGL3_K05] correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession | the student is able to correctly identify and diagnose dilemmas and various solutions related to the use of the profession | [SK4] test/exam - oral or written |
| Subject contents | <p>1. Introduction to the sales process. Sales techniques. Approach to the sales process. Sales stages. Characteristics of an ideal salesperson.</p> <p>2. Difficult sales situations. Objections and reservations. Price selection criterion. How to avoid "no". Reasons and ways of responding to objections. Selling through relationships. Body language. Communication techniques.</p> <p>3. Ability to close sales. Argumentation. Building relationships after the sale.</p> <p>4. Basic aspects and types of negotiations. Negotiation tools. Stress in negotiations. Cultural differences.</p> <p>5. Negotiation strategies. Creating value. Submitting proposals. Manipulations in the negotiation process</p> <p>6. Social influence techniques using the interpretative framework of the message. The role of words in verbal communication.</p> <p>7. Negotiations and emotions. Sequential techniques.</p> | | |
| Prerequisites and co-requisites | None | | |
| Assessment methods and criteria | Subject passing criteria | Passing threshold | Percentage of the final grade |
| | written exam | 51.0% | 100.0% |
| Recommended reading | Basic literature | <p>Izabela Krejca-Pawski, Sprzedaż, tylko sprawdzone techniki, Biznes, samo.sedno, Warszawa 2015</p> <p>Rene Moulinier, Techniki sprzedaży, PWN Warszawa 2007</p> <p>Sławomir Janiszewski, Strategie negocjacji, Wydawca Hutu, Warszawa 2018</p> <p>Paweł Kowalewski, Profesjonalne negocjacje, Wydawnictwo Helion S.A., Gliwice 2022</p> | |

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| | Supplementary literature | <p>Vincent Harris, Harlan H. Goerger, Jak skutecznie omijać "nie" w biznesie, Wydawnictwo Studio Emka, Warszawa 2010</p> <p>Peter Coughter, Sztuka perswazji i skuteczne techniki prezentacji. Jak wygrać przetarg, Wydawnictwo Studio Emka, Warszawa 2014</p> <p>Dariusz Dolinski, Tomasz Grzyb, Sto technik wpływu społecznego, Wydawnictwo Smak Słowa, Sopot 2022</p> |
| Example issues/ example questions/ tasks being completed | eResources addresses | |
| Work placement | Not applicable | |

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