

COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT		
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE CODE	1605-210504	SEMESTER	5th (dir. Marketing)
TITLE	PERSONAL SALES		
Autonomous Teaching Activities		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	5
COURSE TYPE	GENERAL BACKGROUND		
PREREQUISITE COURSES	NONE		
TEACHING LANGUAGE	GREEK AND ENGLISH		
COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)			

2. LEARNING OUTCOMES

Learning outcomes
<p>The course aims to describe the tactics of sales, to explain its functions and to allow students to acquire the basic skills in the use of sales in all categories of the market. Also, to provide students with the appropriate knowledge in applications of real case studies of companies and their sales as well as the advantages of new markets in work and everyday life.</p> <p>Students after the course will be able to:</p> <ol style="list-style-type: none"> 1. KNOWLEDGE - identify and define the various categories of sales - describe the basic functions of purchases and sales - identify the types of customers and sellers and define the main types of consumers - customers. 2. UNDERSTANDING - distinguish the differences between customers/sellers/purchases - distinguish the importance of personal sales networking - explain and evaluate the different categories of consumers & customers - evaluate and distinguish key elements of the purchasing system - distinguish personal services sales and understand its basic structure. 3. APPLICATION - to discover the practice of the main services of the sales staff and its functions in the market. 4. ANALYSIS - to understand the common goal and the market in which they should analyze and operate. 5. COMPOSITION - to compose customer ratings and respond to their diversity. 6. EVALUATION - to evaluate the basic characteristics of the market systems - to evaluate the

advantages offered by the previous business moves through the case studies - to evaluate the operation of the companies and the markets they are active in both in a business and in a consulting way as sellers.

General Skills

At the end of the course, the student will be able to analyze and synthesize personal sales data and adapt it accordingly and in each case to new business market situations.

- ✓ Search, analysis, and synthesis of data and information, using the necessary technologies
- ✓ Adaptation to new situations
- ✓ Decision making
- ✓ Autonomous work
- ✓ Teamwork
- ✓ Project design and management
- ✓ Respect for diversity and multiculturalism
- ✓ Respect for the natural environment

3. COURSE CONTENT

Theory

1. Good in sales
2. Sales Professionals
3. Customer and Salesman Behavior - Telephone Behavior
4. The Art of Personal Selling
5. Presence of Real Business Concerns
6. Successful Sale - The personality of a Salesman
7. Successful Sales - How Beliefs and Values Affect Sales Success - Your Personal Brand
8. Yield and Sale - The sales process as a tool for improvement - I set the right goals
9. Sales information management - The C3 model - Its foundations
effective influence
10. The importance of the right questions - Listening and Learning - Collective bargaining - How you sell - The modern consumer
11. Searching for customers - The first meetings with the potential customer - Determining what the customer wants and needs
12. Gaining customer trust - Writing proposals for successful sales - Convincing speech - Utilizing objections
13. Integration and Commitment - Relationship Management - Your Customer Management
Priorities

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD	FACE TO FACE and Distance education with modern and asynchronous tools
ICT USE	USE OF ICT - projector

TEACHING ORGANIZATION	Activities	Working Load per Semester
	Lectures	39
	Seminars - Two-way communication and reflection with real case studies	111
	TOTAL	150

ASSESSMENT	
	<p>The language of the assessment is Greek and may be English for foreign students (students from exchange programs).</p> <p>As a formative method of assessment is the elaboration of assignments (due to the difficulty of the language because the courses are taught in Greek) for foreign students which they submit on intermediate dates of the semester.</p> <p>For students who are normally taught the course in the Greek language, the way of examination is of multiple choices.</p> <p>Written or online tests at the end of the semester may be used as a Concluding Assessment, which may include multiple-choice questions.</p> <p>The final grade is the sum of the formative and concluding assessments of the students.</p> <p>The evaluation criteria have to do on the one hand in the final examination in achieving the Learning Outcomes described above. For each L.O. the grade is distinguished next to the question and is known to the students.</p> <p>After the grades are issued, students can come to the teacher's office to see their writing.</p> <p>All the assessment questions are only from the chapters taught by the students and there are no judgment questions. As a result, each student automatically knows after the end of the course, the questions from the exam chapters and the correct answer.</p>

5. REFERENCES

-Suggested bibliography:

- Successful Sale, Cassell Jeremy, Bird Tom, Rossilli Publications