

Sales strategies and techniques

- Specjalność - studia I stopnia

Kierunek: Zarządzanie (Management) - studia anglojęzyczne

Hybrydowe Rekrutacja zakończona Studia licencjackie Angielski

Description of the course

- You will learn indirect and direct sales techniques.
- You will gain knowledge of customer typology.
- You will master the techniques of sales psychology.
- You will learn how to use sales support programs and applications.
- You will gain knowledge of building and supporting sales structures.
- We will teach you how to conduct negotiations.
- You will deepen your knowledge of product and service design methods.
- You will understand the role of marketing instruments in sales activation activities. You will learn the essence, structure and development hierarchy of sales enterprises.
- You will learn to distinguish between types of customers and easily adapt the form and content of communication to their needs.
- You will learn and put into practice verbal and non-verbal communication techniques.

What else?

- According to Harvard Business Review, more than 90% of salespeople believe that speed of response to customer inquiries is critical to sales success.
- According to Forbes, more than 60% of customers believe that personalized attention to their needs is key to successful sales.
- According to Salesforce, more than 70% of customers believe that providing personalized content is key to building customer relationships.
- According to HubSpot, more than 70% of customers believe that a positive customer service experience influences their purchase decision.
- According to Salesforce, more than 80% of customers believe that the customer experience is as important as the product itself.

Employment opportunities



- sales specialist
- sales team leader
- customer advisor
- company representative
- export specialist
- product manager
- key account manager
- own business (use of knowledge and skills) 😊😊

Program studiów

Program studiów obejmuje przedmioty kierunkowe, realizowane przez wszystkich studentów oraz przedmioty specjalnościowe indywidualnie dobrane do poszczególnych specjalności, które możesz wybrać.

PRZEDMIOTY REALIZOWANE W RAMACH SPECJALNOŚCI

- B2B and B2C sales
- E-commerce and e-commerce
- Selling in the service industry
- Creating sales proposals
- Customer relationship management
- Leadership and sales manager
- Sales promotion