

IDENTIFICATION DETAILS

Degree:	Marketing		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
Course:	SALES TECHNIQUES		
Type:	Optional	ECTS credits:	3
Year:	3	Code:	7654
Teaching period:	Sixth semester		
Area:	Commercial and Sales Management		
Module:	Development and practical application of knowledge acquired		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	75		

SUBJECT DESCRIPTION

La asignatura se desarrolla partiendo de la idea de que el trabajo específico de fuerzas de ventas exige unos conocimientos y una actitud muy enfocadas hacia la realización de una tarea concreta que se distingue de la mayoría de las que se llevan a cabo en la empresa. Los contenidos de la asignatura han sido desarrollados con un enfoque en Técnicas de ventas partiendo del curso precedente de la asignatura dirección comercial haciendo foco en las relaciones a largo plazo con los clientes desde el marco teórico más amplio de la relación interpersonal, así como la importancia que tiene la comunicación como elemento básico para el manejo del proceso de relaciones con los clientes.

Todo lo anterior obliga a plantear el desarrollo de la asignatura en términos muy realistas y eminentemente prácticos, buscando una síntesis que de lugar a un comportamiento mixto en el que las actitudes y las aptitudes son los dos polos que dirigen todo el proceso educativo.

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

An ability to accomplish goals and solve problems, showing an ability to adapt to and make decisions in all manner of business management situations.

An ability to analyse, seek out and compare all types of information from a range of sources, although essentially linked to companies and markets.

An ability to design and manage projects in the field of marketing and sales organisation.

Specific skills

To be familiar with and analyse those market forces affecting business activity.

To be able to lead teams in line with the basic principles of ethics, social responsibility and justice, generating synergies between the motivation of employees, the service provided to society and the improvement of sales.

To be able to design a sales network in line with the sales distribution policy.

To be able to establish a remuneration and incentive policy for the sales team, motivating and encouraging the team to reach the sales targets.

To be able to apply sophisticated sales techniques and use them to train company sales staff.

To be familiar with the operation of virtual networks to use them for marketing.

To see quality as a competitive backbone fostering commercial success in the long term.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
30 hours	45 hours