

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Management and Business</i>	
Code: 7KMP/ACTSE-ER/24	Course title: <i>Active Selling</i>
Type, scope and method of educational activity: <i>Type of educational activity: seminars</i> <i>Scope of educational activity: 1 h seminar per week</i> <i>Method of educational activity: combined; max. 30% distance, via MS Teams, Moodle or other applications and platforms.</i>	
Number of credits: 4	
Recommended semester: <i>1. year, 2. semester</i>	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course: <i>Continuous assessment (100%).</i> <i>a) active participation and discussion in seminars, presentation of a semester project (30%),</i> <i>b) final written test (70%).</i> <i>Success criteria (percentage expression of the results in the evaluation of the subject) are as follows for the classification levels: A: 100,00 – 90,00 %; B: 89,99 – 80,00 %; C: 79,99 – 70,00 %; D: 69,99 – 60,00 %; E: 59,99 – 50,00 %; FX: 49,99 and less %.</i> <i>Completion of the course is conditioned by successful fulfillment of given conditions and conditions of active participation according to the Study Regulations of the University of Prešov in Prešov.</i>	
Learning outcomes: <i>The graduate of the course will acquire knowledge, skills and competences.</i> Knowledge: <i>The student has an adequate level of knowledge and skills while he is able to:</i> <ul style="list-style-type: none"> - <i>define and interpret the meaning and the substance of active sales,</i> - <i>describe and explain the characteristics of businessman,</i> - <i>identify and characterize the personality type of customer,</i> - <i>describe the individual stages of sales preparation,</i> - <i>explain the principles of communication in business dealings,</i> - <i>characterize and explain the principles of persuasion in business dealing,</i> - <i>identify and categorize objections of a business partner,</i> 	

- identify and describe mistakes made by a businessman in dealings,
- explain the basis and the need to build a relationship with the customer,
- characterize and give examples of teamwork,
- describe the ethical principles of a businessman.

Skills:

The student has skills in the field of business dealings while he is able to:

- apply the acquired knowledge about personality types in preparation for dealings with a specific business partner,
- apply the acquired knowledge and manage the objections of a business partner during dealing,
- adhere to the code of ethics in business dealing,
- plan, prepare and conduct business dealings,
- apply acquired procedures and concepts in various business situations,
- discuss problems arising in sales, suggest and justify solutions that can be used in business practice,
- apply acquired communication skills in dealing with a client.

Competencies:

The student can use the acquired knowledge and skills in situations of work environment while he is able to:

- adequately defend his views and attitudes,
- independently create and use opportunities for successful trading,
- independently solve problems resulting from business practice,
- plan personal and professional growth,
- take responsibility for own decisions and bear consequences of possible mistakes,
- respond creatively and adequately to diverse business situations,
- critically evaluate own performance and take appropriate measures.

Course content:

1. Definition of basic terms – Psychology of sales, the basis of Active Sales
2. Character traits of a businessman
3. The personality type of customer – what he needs, what he appreciates
4. Sale preparation
5. The business model of dealing
6. Communication in the process of Active Sales
7. Principles of persuasion in business dealings
8. Objections in business dealings
9. Sales mistakes
10. Building a relationship – profiling how staff can influence the loyalty of the customer
11. Teamwork in Active Sales
12. Ethical principles of businessman
13. Conferment of evaluated credits

Recommended literature:

ONDRIJOVÁ, I. 2024. *Fundamentals of Active Selling*. University of Prešov.
 HOFFELD, D. 2016. *The Science of Selling: Proven Strategies to Make Your Pitch, Influence Decisions, and Close the Deal*. Jeremy Tarcher Publ. ISBN 9780143129325

DENNY, R. 2013. *Selling to win*. Kogan Page. ISBN 0749466316
 CIALDINI, R. 2016. *Pre-suasion: A revolutionary way to influence and persuade*. Simon and Schuster.
 CIALDINI, R. B. 1993. *The psychology of persuasion*. New York.
 TRACY, B. 2006. *Psychology of Selling: Increase Your Sales Faster and Easier Than You Ever Thought Possible*. HarperCollins Leadership; 1st edition
 BELFORT, J. 2017. *Way of the wolf*. John Murray. ISBN 9781473674813
 FORBES LEY, D. 1984. *Best seller. Sales Success; Second Printing edition*. ISBN 978-0961331900.

Language which is necessary to complete the course: *English language*

Notes:

Distribution of Student load:

40% load – teaching activities

20% load – preparation of semestral project and presentation

40% load – self-study, preparation for the final test

An individualized approach is provided for students with special needs based on recommendations of the faculty coordinator for students with special needs.

Course evaluation:

Total number of students evaluated: 0

A	B	C	D	E	FX
0 %	0 %	0 %	0 %	0 %	0 %

Lecturers:

SL - Seminar leader: Ing. Ivana Ondrijevová, PhD., Mgr. Lucia Zbihlejevová, PhD.

Date of last change: 31.1.2024

Approved by: *prof. Ing. Róbert Štefko, Ph.D.*