

Study Course Title	Sales Skills
Study Course Code	EkonB105
Branch of Science	Economics and business
Sub-branch of Science	Marketing
Credits(ECTS)	3
Total Number of Contact Hours	30
Number of Lecture Hours	8
Number of Seminar and Practical Assignment Hours	22
Number of Hours for Laboratory Assignments	0
Independent Study Hours	45
Language of Instruction	Latvian and English
Course Approval Date	09.10.2025
Responsible Unit	BA School of Business and Finance of the University of Latvia

Study form	Lectures	Seminars and Practical Assignments	Laboratory Assignments	Independent Studies
Full-time Regular Studies	8	22	0	45
Distance learning	2	4	0	69

Course Developer

Mg. business administration, lecturer Vigants Lesausks

Prerequisite Knowledge

Prerequisite knowledge required for the acquisition of the course corresponds to the study program admission requirements and the general knowledge, skills and competences obtained at the previous level of education.

Study Course Abstract

This course provides a structured introduction to the fundamentals of professional sales. Students will explore the essence, goals, and organization of the sales process, including preparation for client meetings and relationship-building using tools such as the value map. Emphasis is placed on mastering core communication techniques such as question-asking and active listening. Participants will learn how to structure and present compelling offers, handle objections effectively, and apply proven methods for closing deals. The course concludes with a focus on building and managing successful sales teams, including recruitment, development, and motivation strategies.

Aim of course is to give students the knowledge about the importance and possibilities of the sales management, the principles of the sales management. To raise awareness of types of sales promotion and their application to meet the needs of different audiences.

Unfold students' confidence in their own abilities and to develop the skills to sell, using them accordingly to a particular audience.

To illustrate the creation, management and motivation methods of a sales team.

Course Plan Full-time Regular Studies

- 1.The essence, goals and organization of sales. Sales process. 1L
- 2.Preparation for negotiations, meetings, building relationships with the client. Value map. 1L 3Pd
- 3.Asking questions. 1L 3Pd
- 4.Active listening. 1L 3Pd
- 5.Offer structure, presentation. 1L 4Pd

- 6. Refuting objections. 1L 3Pd
- 7. Methods of closing deals. 1L 3Pd
- 8. Sales team, its formation, selection and motivation. 1L 3Pd
- Total 8L 22Pd

Course Plan Distance learning

- 1. The essence, goals and organization of sales. Sales process. 1L
- 2. Preparation for negotiations, meetings, building relationships with the client. Value map. 1Pd
- 3. Asking questions. 1Pd
- 4. Active listening. 1L
- 5. Offer structure, presentation. Refuting objections. 1Pd
- 6. Methods of closing deals. Sales team, its formation, selection and motivation. 1Pd
- 7.
- Total 2L 4Pd

Characterization of students' independent work organization and tasks

Full-time: Group work and presentations on results.

Distance: Independent self-directed studies via Moodle (video lectures, study materials, self-assessment tests, etc.). Group work and presentations on results.

Learning Outcomes

Knowledge:

- 1. Understanding of the importance of sales management and customer service in sales promotion.

Skills:

- 2. Able to determine the most appropriate sales promotion methods according to the characteristics of the market and business models.
- 3. Able to work in a team to achieve sales results.

Competence:

- 4. Able to professionally conduct sales negotiations and work with customer objections in a reasonable manner and find an acceptable solution to the problem for all negotiating partners.

Requirements for Awarding Credits

Full-time

Interim examinations:

- 1. Group work and a presentation. The examination is graded on a 10-point scale. Weighting in the total assessment – 30%
- 2. Essay. The examination is graded on a 10-point scale. Weighting in the total assessment – 30%

Final examination:

- 3. Exam – presentation of the final project in a group. The examination is graded on a 10-point scale. Weighting in the total assessment – 40%

Distance learning

Interim examinations:

- 1. Group work and presentation. The examination is graded on a 10-point scale. Weighting in the total assessment – 30%
- 2. Essay. The examination is graded on a 10-point scale. Weighting in the total assessment – 30%

Final examination:

- 3. Exam – presentation of the final project in a group. The examination is graded on a 10-point scale. Weighting in the total assessment – 40%

Criteria for Evaluating Learning Outcomes

In accordance with Regulations of the Cabinet of Ministers of the Republic of Latvia, at the end of the course, students' knowledge is evaluated according to the following criteria: the amount and the quality of the obtained knowledge, acquired skills and competence in compliance with the planned learning outcomes.

Type of Assessment	Learning Outcomes			
	1	2	3	4
1. Group work and presentation	+	-	+	+
2. Essey	+	+	-	+
3. Exam – presentation of the final project in a group	+	+	+	+

Compulsory Reading List

1. Brent Adamson, Matthew Dixon "The Challenger Sale: How To Take Control of the Customer Conversation"
2. Robert B. Cialdini PhD, "Influence: The Psychology of Persuasion"
3. Rackham, N., "The SPIN Selling"

Further Reading List

1. Brian Signorelli, Inbound Selling, 2018, 230 pp.

Periodicals and Other Sources

1. Recent scientific publications and other materials
2. Handouts and other material of lectures (available in Moodle)