



OCT 28 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

**MKTG 1218**  
**INSIDE SALES**

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<b>Hours/Week:</b>	3	<b>Total Hours:</b>	36	<b>Term/Level:</b>	199930
<b>Lecture:</b>	3	<b>Total Weeks:</b>	12	<b>Credits:</b>	3

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**Prerequisites:**

NONE

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**Course Objectives:**

Upon successful completion of this course, the student will be able to:

1. Distinguish the difference between inside sales and telemarketing.
2. Recognize the career opportunities available in Inside Sales, from lumber trading to financial advising to selling advertising space.
3. Understand the skills and attributes required to become a *professional* Inside Sales Representative, using the phone as the primary method of communication.
4. Develop a practical and efficient sales presentation, encompassing the complete sales cycle, from initial customer contact to the closing and/or getting an act of commitment.

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**Evaluation**

Final Exam	30%
Mid-term	20%
Case Study	20%
Presentation	15%
Participation	15%
TOTAL	100%

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**ATTENDANCE:**

Regular attendance is required. Students must attend at least 80% of all classes unless other arrangements are made with the instructor(s). Failure to do so may result in the student being prevented from completing the course.

## Course Summary:

With an endless variety of career opportunities available for the professional Inside Sales Representative, this course is designed for individuals focused on acquiring the tools and attributes to be successful in this profession. This course uses lectures, case studies, group discussions, and guest speakers, to teach and refine efficient and practical selling techniques. Both students and existing inside sales professionals will learn how to sell more in less time.

### Summary of Inside Sales Topics Covered:

1. Introduction & Definitions;
2. Presenting with Power;
3. Prospecting;
4. Approach;
5. Qualifying;
6. Filling the Need and Getting an Act of Commitment;
7. Ethics;
8. Post Call Activity & Repeat Business;
9. Resolution of Objections;
10. Staying Motivated; and
11. Getting your Dream job.

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### Course Record

Developed by:	<u>Diana Pozza</u> Instructor Name and Department (signature)	Date:	<u>January 1999</u>
Revised by:	<u></u> Instructor Name and Department (signature)	Date:	<u></u>
Approved by:	<u></u> Associate Dean (signature)	Start Date:	<u></u>



BRITISH COLUMBIA INSTITUTE OF  
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

**MKTG 1218  
INSIDE SALES**

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**Effective Date**

**SEPTEMBER 1999**

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**Instructor(s)**

Diana Pozza

Office No.:

Office Hours:

Phone:

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**Required Text(s) and Equipment**

"How to Sell More in Less Time with No Rejection/Volume 2"  
by Art Sobczak, President, Business By Phone Inc.

Handouts: To be provided.

**Reference Text(s) & Recommended Equipment**

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**Course Notes (Policies and Procedures)**

ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.

This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.

**CHEATING, PLAGIARISM AND DISHONESTY:** "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)

**ASSIGNMENTS:** Late assignments or projects will not normally be accepted for marking unless agreed to by the instructor.

**CLASS CONDUCT:** Students are expected to act professionally during class. Students disrupting classes or disturbing others during class will be asked to leave and their behaviour will be reported to their program head.

**COURSE OUTLINE CHANGES:** The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

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Session	Outcome/Material Covered	References/ Reading
1	<b>Introduction:</b> Class Introduction & Course Objectives Course Outline & Expectations Inside Sales vs. Telemarketing Career Opportunities in Inside Sales Defining Buying Motives” Desire for Gain Fear of Loss Comfort & Convenience Security & Protection Pride of Ownership Satisfaction of Emotion	Handout
2	<b>Presenting with Power:</b> Knowing Your Business & Product Knowing Your Competition Developing an Effective Verbal Communication Skills Set: Effective Listening Techniques Telephone Image: Voice; Volume; Speed; Tone Thought Structure Etiquette; Professionalism; Wording Speaking Conversationally & getting the Prospect Involved Rapport Building; Credibility & Likeability	<u>Assigned Reading</u>  Case Study Text 1 – 15 Text 74 - 95
3	<b>Prospecting:</b> Attaining and preparing Call Lists Knowing Your Prospects: Seasonality of their business Their available resources Developing a Script: Pros & Cons of Scripting The Cold Call: Primary & Secondary Objectives Direct Marketing through literature; samples & catalogues	<u>Assigned Reading</u>      Text 144 – 161 Text 263 – 265 Text 275 - 279

Session	Outcome/Material Covered	References/ Reading
4	<b>Approach:</b> The Five Buying Decisions: The Salesperson The Company The Product/Service Price Timing  Overview of the Sales Cycle  Time Management of Calls & Setting Goals	<u>Assigned Reading</u>  Case Study Handout Text 162 – 171  <b>GUEST SPEAKER</b>
5	<b>Qualifying:</b> Getting to the Decision Maker: Leaving Messages (voicemail & Secretaries) How to get past the gatekeepers How to get the Screeners to Help You  Building Powerful Opening Statements  Purpose of the Call: Who are you? Why are you calling? What's in it for me? Getting the Prospect's Attention  Probing: Is there a Need? Open-ended vs. Closed-ended Questions Feeling-Finding Questions & Fact-Finding Questions Selling With Questions Controlling the Conversation	<u>Assigned Reading</u>  Case Study Handout Text 16 – 27  Text 28 – 53  Text 54 - 73
6	<b>Filling the Need:</b> Agreement on the Need & Filling the Need People Buy Benefits, Not Features  <b>Closing or Getting an act of Commitment:</b> Recognizing Buying Signals & Asking for the Order <b>Closing Techniques:</b> Direct Close Alternate Choice Close The Assumptive Close The "OK" Close Negative means Positive Close	<u>Assigned Reading</u>  Case Study Text 130 - 143
7	***** <b>MID-TERM / PRESENTATIONS</b> *****	

Session	Outcome/Material Covered	References/ Reading
8	<b>Ethics</b> <b>Post Call Activity</b> Follow-up Calls  <b>Maintenance of Base &amp; Continued Servicing:</b> Cement the Sale Buyer's Remorse Return Phone Calls  <b>Repeat Business</b>	<u>Assigned Reading</u>  Case Study Handout  Text 266 – 268  <b>GUEST SPEAKER</b>
9	<b>Resolution OF Objections:</b> 4 Step Process: Cushion the Prospect Isolate the Primary Objection Answer the Objection with Benefits Close Again  When you can't Overcome the Objections Handling Rejection (don't take it personally) The Call Review – making it a WIN	<u>Assigned Reading</u>  Case Study Text 104 - 129
10	<b>Class Presentations</b>	
11	<b>Staying Motivated:</b> Motivational Tips & Techniques View your Fears as Absurd Assumptions are Usually Dangerous Find a Coach Avoid Choking Under Pressure Challenge Yourself  <b>GETTING YOUR DREAM JOB:</b> How to get the job you want by Selling Yourself, and buy using your "Inside Sales" knowledge and techniques!	<u>Assigned Reading</u>  Case Study Text 172 – 191   Handout
12	***** <b>FINAL EXAM / ENTIRE COURSE</b> *****	