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BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**Option: **Marketing Management****MKTG 1218**
INSIDE SALES

Hours/Week:	6	Total Hours:	36	Term/Level:	200020
Lecture:	3	Total Weeks:	6	Credits:	3

Prerequisites:

NONE

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.

Evaluation

Final Exam	35%
Mid-term	25%
Major Report & Presentation	25%
Participation	15%
TOTAL	100%

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. Probing and Filling the Need
 7. Closing and/or Getting an Act of Commitment;
 8. Cement the Business;
 9. Resolution of Objections;
 10. Time Management of Calls
 11. Ethics and Staying Motivated; and
 12. Getting your Dream job
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BRITISH COLUMBIA INSTITUTE OF
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 1218
INSIDE SALES

Effective Date

May 2000

Instructor(s)

Diana Pozza

Office No.: N/A

Office Hours: By Appointment

Phone: 662-1343

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

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.

Session	Outcome/Material Covered	References/ Reading
1	Introduction: Class Introduction & Course Objectives Course Outline & Expectations Inside Sales vs. Telemarketing Inside Sales vs. Outside Sales 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	Presenting with Power: Knowing Your Business & Industry Developing an Effective Verbal Communication Skills Set: Effective Listening Techniques Rapport Building Telephone Image: Attitude Projecting Energy & Confidence Articulation Speak Conversationally Prospecting: The Cold Call	Case Study Handout <u>Assigned Reading</u> Text 1 – 15 Text 74 – 91 VIDEO
3	Prospecting Continued: Prospect Qualifying Knowing Your Prospects & Their Businesses Prospecting Tools: Sphere of Influence; Call Lists; Referrals; Direct Marketing; and, Advertising	Case Study Handout <u>Assigned Reading</u> Text 140 – 161 Text 263 – 265 GUEST SPEAKER

Session	Outcome/Material Covered	References/ Reading
4	Scripting vs Telephone Call Formatting Advantages of Call Format Opening Statements Overview of the Sales Cycle Approach: The Salesperson Building Rapport Qualifying: Need Decision Maker Leaving Messages (voicemail & Secretaries) How to get past the gatekeepers How to get the Screeners to Help You Budget	Case Study Handout <u>Assigned Reading</u> Text 16 – 53 Text 275 - 279
5	Probing: Is there a Need? Open-ended vs. Closed-ended Questions Feeling-Finding Questions & Fact-Finding Questions Selling With Questions Controlling the Conversation Filling the Need: Agreement on the Need Summarizing all input received Filling the Need People Buy Benefits, Not Features	Case Study Handout <u>Assigned Reading</u> Text 54 - 73
6	<p style="text-align: center;">***** MID-TERM *****</p>	
7	Closing or Getting an act of Commitment: Recognizing Buying Signals Asking for the Order Closing Techniques: Direct Close Alternate Choice Close The Assumptive Close	Case Study Handout <u>Assigned Reading</u> Text 96 – 103 GUEST SPEAKER

Session	Outcome/Material Covered	References/ Reading
8	Cement the Business Resolution of Objections: 5 Step Process: Cushion the Prospect Isolate and Address the Primary Objection Re-establish Areas of Agreement New Feature/Benefit/Reaction Sequence (optional) Close Again	Case Study Handout <u>Assigned Reading</u> Text 92 – 95 Text 104 – 129
9	When you can't Overcome the Objections Handling Rejection (don't take it personally) Time Management of Calls	Case Study Handout <u>Assigned Reading</u> Text 162 - 169
10	***** CLASS PRESENTATIONS *****	
11	Ethics Effort Integrity Professionalism Staying Motivated: Motivational Tips & Techniques Find a Coach Avoid Choking Under Pressure Challenge Yourself GETTING YOUR DREAM JOB: How to get the job you want by Selling Yourself, and buy using your "Inside Sales" knowledge and techniques!	Case Study Handout <u>Assigned Reading</u> Text 172 – 191 GUEST SPEAKER
12	***** FINAL EXAM / ENTIRE COURSE *****	