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<b>Hours/Week:</b>	36	<b>Total Hours:</b>	36	<b>Term/Level:</b>	
<b>Lecture:</b>		<b>Total Weeks:</b>	1	<b>Credits:</b>	3
<b>Lab:</b>					
<b>Other:</b>					

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**Prerequisites:** None

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**Course Goals:**

To introduce the student to the sales profession and basic selling skills.

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**Course Description:**

Lectures, videos, discussions, and role-play exercises are used to examine the theories and mechanics of selling. Video taping will occur during some role playing periods to assist the learner in developing various skills presented in the course. Topics include: the sales process, communication and persuasion, goal setting and time management, and self-confidence.

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**Evaluation:**

Assignment 1: First Sales Presentation	10%
Assignment 2: Final Sales Presentation	40%
Final Exam	40%
Participation	10%

**Course Outcomes:**

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

1. Explain the role of selling within a firm.
  2. Explain the differences between various types of sales techniques.
  3. Discuss the steps in the sales process.
  4. Develop, deliver and evaluate a sales presentation.
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**Course Record:**

Developed by:                     *R. Singer*                     Date:                     *July 95*                      
Randy Singer

Revised by:                     *R. Singer*                     Date:                     *July 97*                      
Randy Singer

**Effective Date:**

August, 1997

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**Instructor:**

Randy Singer      BCIT:      451-6767  
RES.:      926-9841  
Email:      [rssinger@unixg.ubc.ca](mailto:rssinger@unixg.ubc.ca)

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**Text and Equipment:**

Required:    Futrell, C. (1997). ABC's of relationship selling (5<sup>th</sup> ed.). Chicago, IL: Irwin  
  
One blank video cassette tape (minimum length: 30 minutes)

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**Course Notes (Policies and Procedures):**

1. The attendance policy as outlined in the BCIT calendar will be followed. Excessive absence will consist of missing more than ten percent (3.6 hours) of scheduled class time for reasons within the student's control. Students with excessive absence will receive a failing grade for this course.
2. The student must achieve a pass (50%) on each of the Final Sales Presentation and Final Exam in order to receive a passing grade for this course.
3. Participation grade is based upon the degree to which the student:
  - a) Arrives for class on time
  - b) Asks questions which are relevant and pre-thought
  - c) Contributes valuable ideas during class discussion
  - d) Demonstrates professionalism and willingness to participate in role plays and exercises
  - e) Demonstrates ability to focus attention on the task at hand
  - f) Enhances the learning environment for fellow students.

## **Assignment Details:**

### Assignment 1 (First Sales Presentation)

Due Date: Wednesday August 13, 1997

Value: 10%

#### Objectives:

- a) To prepare and deliver an 8-10 minute sales presentation in a simulated sales scenario, that will be video taped,
- (10) b) To view your video taped presentation, then complete and submit an evaluation of your performance.

#### Guidelines:

- 1) Choose a product and scenario for your presentation. Select a product that is sold business to business. This must not be a presentation to a consumer. Obtain advance instructor approval.
- 2) By participating in class, reading your text, and using other available resources, create, develop, rehearse and deliver an effective sales presentation that demonstrates your knowledge of the sales process and your ability to use selling skills.
- 3) Choose a fellow student who is willing to act as your buyer. Also, be prepared to act as a buyer for a fellow student. NOTE: Buyers must raise at least two objections.
- 4) Familiarize your buyer sufficiently for them to play the role (name, company, industry, needs, scenario, etc.)
- 5) Point-form notes are allowed for reference purposes, however do not "read your presentation".
- 6) It is important that you use FAB's which address the buyer's needs that you uncover during the needs analysis portion of your presentation.
- 7) View the video tape of your presentation, then complete and submit a presentation evaluation form. Be prepared to discuss your performance and evaluation with members of the class.
- 8) You will be required to provide feedback/evaluation of presentations by fellow students.

### Assignment 2 (Second Sales Presentation)

Due Date: Friday August 15, 1997

Value: 40%

#### Objectives:

- (30) a) To prepare and deliver an 8-10 minute sales presentation in a simulated sales scenario,  
(10) b) To play the role of a buyer for a fellow student.

#### Guidelines:

- 1) For your presentation, use the product and scenario approved by the instructor, and used in your first sales presentation.
- 2) By participating in class, reading your text, and using other available resources, further develop, rehearse and deliver an effective sales presentation that demonstrates your knowledge of the sales process and your ability to use selling skills.
- 3) Choose a different student who is willing to act as your buyer. Also, be prepared to act as a buyer for a fellow student who did not act as your buyer. NOTE: A portion of your grade is based on your performance in the buyer role.
- 4) Familiarize your buyer sufficiently for them to play the role (name, company, industry, needs, scenario, etc.)
- 5) Your buyer will be directed by the instructor to adopt one of the following responses to you and your product:
  - i. Raise at least two objections, and do not buy, no matter what.
  - ii. Raise at least two objections, and appear unwilling to buy until near the end of the presentation, and then give the sales rep. the order.
- 6) Point-form notes are allowed for reference purposes, however you will receive a failing grade if you read your presentation.
- 7) It is important that you use FAB's which address the buyer's needs that you uncover during the needs analysis portion of your presentation.
- 8) It is important that your appearance is appropriate and business-like for your product and selling scenario.
- 9) Buyers will receive a failing grade for the buyer's role if they allow your presentation to finish in less than 8 minutes. A time signal will be given at 8 and 10 minutes, and presentations will end no later than 10 minutes and 30 seconds.
- 10) The order in which you deliver your presentation will be determined by lottery.
- 11) You will be required to provide feedback/evaluation of presentations by fellow students.

**Topic Outline:**

<b>Day Timing</b>	<b>Material Covered</b>	<b>Reference Reading</b>
Monday AM	<ul style="list-style-type: none"> <li>• Instructor/student introductions</li> <li>• Expectations and course overview</li> <li>• Profiling the professional salesperson</li> <li>• Sales knowledge</li> </ul>	1 5
Monday PM	<ul style="list-style-type: none"> <li>• Why People Buy</li> <li>• Sales process</li> <li>• Presentation process (Randy's model)</li> <li>• Approach</li> <li>• FAB's</li> <li>• Feedback to instructor</li> </ul>	3 1 9 3
Tuesday AM	<ul style="list-style-type: none"> <li>• Review Day 1</li> <li>• Presenting FAB's</li> <li>• Elements of a great sales presentation</li> <li>• Verbal and non-verbal communication</li> <li>• Needs Analysis</li> </ul>	10 4
Tuesday PM	<ul style="list-style-type: none"> <li>• Objections</li> <li>• Closing</li> </ul>	11 12
Wednesday AM	<ul style="list-style-type: none"> <li>• <u>Assignment 1 Due</u> (First student sales presentations)</li> <li>• Presentation methods</li> </ul>	8
Wednesday PM	<ul style="list-style-type: none"> <li>• Prospecting</li> <li>• Pre-approach</li> <li>• Service and follow-up</li> <li>• Personality styles</li> </ul>	6 7 13 3
Thursday AM	<ul style="list-style-type: none"> <li>• Review presentation videos</li> </ul>	
Thursday PM	<ul style="list-style-type: none"> <li>• Goal setting</li> <li>• Time and territory management</li> <li>• Review</li> </ul>	14
Friday	<ul style="list-style-type: none"> <li>• <u>Assignment 2 Due</u>: Final student presentations (Group 1)</li> <li>• <u>Assignment 2 Due</u>: Final student presentations (Group 2)</li> <li>• Exam</li> </ul>	