

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

Course Name: PROFESSIONAL SALES 1

Course Number: MKTG 1219

Date: September 1996

Prepared by:

Taught to: C.E.

School: Business

School:

Program: Marketing

Program:

Date prepared: August 1996

Option:

Term: Fall '96

Hrs/Wk: 6

Credits: 3

No. of Weeks: 6

Total Hours: 36

Instructor:

COURSE OBJECTIVES

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.
5. Prepare a written sales proposal.

REQUIRED TEXT(S) AND EQUIPMENTFutrell, C. (1994). ABC's of selling (4th Edn). Burr Ridge, IL: Irwin

One blank video cassette tape (minimum length: 30 minutes).

EVALUATION

First Sales Presentation	20%
Final Sales Presentation	30%
Final Exam	40%
Participation	10%

MKTG 1219 Course Outline (Continued)

COURSE NOTES (Policies and Procedures)

1. The attendance policy as outlined in the BCIT School calendar will be enforced. 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. Since a high level of written communication skills is important for success in a sales career, spelling, grammar and sentence construction will be considered in assigning marks.
 4. 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.
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COURSE SUMMARY

Lectures, films, discussions, and role play exercises will be used to examine the mechanics of selling. Videotaping will occur during some role playing periods to assist students in developing various sales skills presented in the course. Topics in the course include:

- Communication and persuasion
 - Prospecting
 - Pre-approach and Approach
 - Presentation/demonstration
 - Handling Objections
 - Closing
 - Follow up
 - Written Proposals
 - Goal setting and Time management
 - Self confidence
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MKTG 1219 Course Outline (Continued)

Week No. Date	Topic Outline	Chapter References
1 Sep 14	<ul style="list-style-type: none"> - Introduction of instructor and students - Course overview - Profile of the professional salesperson - The importance of knowledge - The sales process - Buying motives and decision process - FAB's 	<p style="text-align: center;">1 5 3</p>
2 Sep 21	<ul style="list-style-type: none"> - Questioning & Listening skills - Elements of a Great Presentation - Approach - Closing - Objections 	<p style="text-align: center;">10 9 12 11</p>
3 Sep 28	<ul style="list-style-type: none"> - First student sales presentations - Presentation methods - Prospecting - Pre-approach 	<p style="text-align: center;">8 6 7</p>
4 Oct 5	<ul style="list-style-type: none"> - Review presentation videos - Verbal and non-verbal communication - Personality styles - Follow up/Service - Ethics 	<p style="text-align: center;">4 3 13</p>
5 Oct 19	<ul style="list-style-type: none"> - Written Proposals - Goal setting - Time, Territory and self management - Review - Buyer school 	<p style="text-align: center;">handouts 14</p>
6 Oct 26	<ul style="list-style-type: none"> - Final student sales presentations - Exam 	

MKTG 1219 Course Outline (Continued)

Assignment Guidelines and Exam Notes

1. First Sales Presentation Due Date: Sep. 28/96 Value: 20%

Objectives:

- (10) 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:

- a) Choose a product and scenario for your presentation. Select a product which is sold business to business. This must not be a presentation to a consumer. Get advance instructor approval.
b) By participating in class, reading your text, and using other available resources, you are to create, develop, rehearse and deliver an effective sales presentation which demonstrates your knowledge of the Sales Process and your ability to use selling skills.
c) 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 different objections.
d) Familiarize your buyer sufficiently for them to play the role (name, company, industry, needs, scenario, etc.).
f) Point-form notes are allowed for reference purposes, however, you will receive a failing grade if you read your presentation.
g) Marks will be deducted if the FAB's you use do not address the buyer's needs uncovered by you earlier in your presentation.
h) 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.
i) You will be required to provide feedback/evaluation of presentations by fellow students.

MKTG 1219 Course Outline (Continued)

2. Final Sales Presentation Due Date: Oct. 26/96 Value: 30%

Objectives:

- (20) 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:

- a) For your presentation, use the product and scenario approved by the instructor, and used in your first sales presentation.
- b) By participating in class, reading your text, and using other available resources, you are to create, develop, rehearse and deliver an effective sales presentation which demonstrates your knowledge of the Sales Process and your ability to use selling skills.
- c) 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.
- d) Familiarize your buyer sufficiently for them to play the role (name, company, industry, needs, scenario, etc.).
- e) 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, but do buy at last moment.
- f) Point-form notes are allowed for reference purposes, however, you will receive a failing grade if you read your presentation. NOTE: A 10% (2 marks) bonus is awarded if *no* notes are used.
- g) Marks will be deducted if the FAB's you use do not address the buyer's needs uncovered by you earlier in your presentation.
- h) Marks will be deducted if your appearance (clothing, grooming, etc.) is not appropriate and business-like for your product and selling scenario.
- i) 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 at 10 minutes and 30 seconds.
- j) The order in which you deliver your presentation will be determined by lottery.
- k) You will be required to provide feedback/evaluation of presentations by fellow students.