

**COURSE OUTLINE**COURSE NAME PROFESSIONAL SALES 1COURSE NUMBER MKTG 1219 DATE APRIL 1998Prepared by Valerie Jenkinson Taught to Part Time StudiesSchool Business Date Prepared AUGUST 1994Term ALL Hrs/Wk 3 Credits 3No. of Weeks 12 Total Hours 36**PREREQUISITES**

NONE

**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 difference between the various types of sales techniques.
3. Develop and make a sales presentation.
4. Understand the sales process and how to put it to practical use.

**EVALUATION**

Mid Term Presentation	<u>10</u>	%
Mid Term Assignment	<u>20</u>	%
Final Presentation	<u>30</u>	%
Participation & Attendance	<u>10</u>	%
Final Exam	<u>30</u>	%

Each instructor will establish specific evaluation criteria within the above guidelines.

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## **REQUIRED TEXT(S) AND EQUIPMENT**

Charles M. Futrell. "The ABC's of Selling" - 5th Edition  
Published by Richard D. Irwin

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## **REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT**

- 1) "Selling Principles and Practice" 11th Edition  
Authors - Russell, Beach and Buskirk  
Published by McGraw-Hill
  - 2) "Psychocybernetics"  
Author - M. Maltz  
Published by Prentice Hall
  - 3) "The Magic of Self-Image Psychology"  
Author - M. Maltz  
Published by Prentice Hall
  - 4) "How to Get Control of your Time & Your Life"  
Author - Alan Lakein
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## **COURSE SUMMARY**

Lectures, films and class discussions will be used to cover the mechanics of salesmanship. Video tapes will be used during the role playing periods to assist the students in developing the various sales skills presented in the course.

Topics to be covered during the course are:

- 1) Prospecting
  - 2) Pre-approach and approach
  - 3) Presentation/demonstration
  - 4) Handling objections
  - 5) Closing
  - 6) Development of self confidence
  - 7) Understanding of the various prospect
  - 8) Goal setting & time management
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**COURSE OUTLINE - MKTG 1219**  
(continued)

<b>WEEK</b>	<b>MATERIAL</b>	<b>ASSIGNMENT</b>	<b>READINGS</b>
April 15	Introduction of students, instructor & course Self Development What makes great sales people	Goal Setting	Chapters 1 - 2
April 22	Buying Motives Time Management 10 Step Process Prospecting / Preparation	Choosing the product or service Selecting the Customer and doing the research	Chapters 4 & 14
April 29	Types of Sales Presentations Prospecting Pre Approach Approach FAB's	Approaches Features, Advantages & Benefits	Chapters 3-6-7-8
May 6	Communications Objectives Group Presentations	Objectives	Chapters 9-10-11
May 13	Closing Prepare for Mid-term	Closing	Chapter 12
May 20	Mid-Term role play 1 <sup>st</sup> presentations		
May 27	Role play critiques Mystery Shops	Mystery Shops	Chapter 13
June 3	Role play critiques Mystery Shops	Mystery Shops	Chapter 15
June 10	Customer service Review for final role plays		Review Chapters 3-5-6-7-8 9-10-11
June 17	Role Playing - Final presentations		as above
June 24	Final Exam		

## COURSE OUTLINE - MKTG 1219

(continued)

### MARKING OF GRADES

The following explanation will help you understand the meaning of your grades.

- 80%-100% A superior assignment. Smoothly written or presented and effectively organized, it leads the audience clearly and easily through the material. The purpose clear, and the organization, tone and style are adapted to the audience. The assignment shows originality in word choice, in the selection of material, and effective use of presentation strategies
- 65%-75% An assignment that goes beyond the "bare minimum" to do several things well. It has only a few minor errors, which do not interfere with getting the job done. It shows tact and good judgement, it is well written or presented, well organized, and main points are developed and supported.
- 50%-60% A satisfactory piece of work which meets the basic demands of the assignment. The content, organization, style and tone are acceptable. Errors do not seriously interfere with the communication, It may be an otherwise excellent effort with one major unacceptable flaw, or it may be a "blah" assignment with nothing much wrong with it, but nothing much right with it either.
- 0-45% A paper or presentation which fails to meet the basic demands of the assignment, which has a great many minor errors or several major errors, or which has a major, unacceptable flaw in an otherwise mediocre assignment.

### ATTENDANCE

"Regular attendance in lectures, seminars, and laboratory periods is required of all students. If a student is absent for more than 3 nights, he/she will be prohibited from completing the course" unless an agreement is reached with the instructor.

### LATE ASSIGNMENTS

Late assignments will be penalized 10% per working day. If you are forced to miss a class because of extenuating circumstances, and therefore will be submitting a late assignment, confer with your instructor before the date on which the assignment is due.

### PUNCTUALITY

Students are expected to be in class ready to start at the assigned time. If you know you will be late on a given evening, please call the instructor before hand. Students failing to do so will be deducted 1 mark for every 10 minutes they are late.