

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINECOURSE NAME PROFESSIONAL SALES 1COURSE NUMBER MKTG 1219 DATE SEPTEMBER 1998Prepared by Shaun Fitzpatrick Taught to Part Time StudiesSchool Business Date Prepared: SEPT. 1998Term ALL Hrs/Wk 7.2 Credits 3No. of Weeks 5 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.

EVALUATION

Questioning Assignment	<u>15</u>	%
Sales Presentations	<u>20</u>	%
Mid Term Exam	<u>15</u>	%
Final Exam	<u>30</u>	%
Assignments	<u>10</u>	%
Participation & Attendance	<u>10</u>	%

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

REQUIRED TEXT(S) AND EQUIPMENT

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

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

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

COURSE OUTLINE - MKTG 1219

(continued)

WEEK	Material Covered
1	Introduction to Course Characteristics of Successful Salespersons Fundamentals of Appointment Setting and Needs Discovery
2	Prospecting Sales Call Objectives Questioning Features, Advantages, Benefits
3	Students Report on Questioning Assignment Professional Presentations Handling Objections Closing Mid Term Exam
4	Student Sales Presentations Account Maintenance Self Management Skills Goal Setting
5	Student Sales Presentations Selling in the 21 st Century Final Exam

end to Dec 12th
all