



FILED APR 13 1999

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BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**Option: **Marketing Management****MKTG 1219****Professional Sales 1**

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<b>Hours/Week:</b>	3	<b>Total Hours:</b>	36	<b>Term/Level:</b>	199920
<b>Lecture:</b>	3	<b>Total Weeks:</b>	12	<b>Credits:</b>	3

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**Prerequisites: NONE**

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**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.
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**Evaluation**

Sales Presentations	40%
Exams	40%
Assignments	10%
Participation & Attendance	<u>10%</u>
<b>TOTAL</b>	<b>100%</b>

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**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:

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 Record

Developed by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Revised by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Approved by:	_____	Start Date:	_____
	Associate Dean (signature)		





BRITISH COLUMBIA INSTITUTE OF  
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

**MKTG 1219**  
**Professional Sales 1**

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### Effective Date

April 1999

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### Instructor(s)

Ray Harvey

Office No.:

Office Hours:

Phone:

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### Required Text(s) and Equipment

"The ABC's of Selling" by Charles M. Futrell  
5<sup>th</sup> Edition, Published by Richard D. Irwin

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### Reference Text(s) and Recommended Equipment:

"Selling Principles and Practice" by Russell, Beach & Buskirk, 11<sup>th</sup> Edition, Publ: McGraw/Hill

"Psychocybernetics" by M. Maltz, Publ.: Prentice Hall

"The Magic of Self-Image Psychology" by M. Maltz, Publ.: Prentice Hall

"How to Get Control of Your Time & Your Life" by Alan Lakein

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### 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.

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Session	Outcome/Material Covered	Reference/ Reading
1	Introduction to Course Profile Of the Pro Sales Person Sales Process Approach	Chapters 1, 9
2	Approach Role Plays Buying Motives, FABS Probing & Needs Analysis	Chapter 3
3	Needs Analysis Role Plays Obtaining an Appointment - FABS role plays Sales process – Trial Closing & Buying Signals	Chapters 10, 12
4	Trial Closing Role Plays Sales Process – Objections Objections Role Plays Sales Process Closing Elements of a Sales Presentation	Chapters 11, 12
5	First Role Play Presentation Video Taped	
6	Mid-Term Video Review	
7	Sales Knowledge Verbal & Non Verbal Communication	Chapter 4, 5
8	Sales Process – Prospecting - Preapproach	Chapter 6, 7
9	Presentation Methods Service & Follow Up	Chapters 8, 13
10	Hand in written Assignment. Second Role Playing - final presentation & critiques	
11	Second Role playing - final presentation & critiques	
12	Final Exam	