



FILED APR 15 1999

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Course Outline **Part A**

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 1219

Professional Sales 1

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

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.
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Evaluation

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

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

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

Effective Date

April 1999

Instructor(s)

Alex Sim

Office No.:

Office Hours:

Phone:

Required Text(s) and Equipment

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

Reference Text(s) and Recommended Equipment:

"Selling Principles and Practice" by Russell, Beach & Buskirk, 11th 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

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.

Session	Outcome/Material Covered	Reference/Reading
1	Introduction to Course History of Sales Self Development	Chapters 1,3,4,5
2	Chapters 1,3,4,5 Buying Motives Knowledge - type - why Class Assignment: 1) Review Home Assignments, 2) Group Workshops	Chapters 6 & 7
3	Chapters 6 & 7 Prospecting - pre-approach - purpose of - objectives - methods Review role playing guidelines Class Assignment: 1) Review Home Assignments 2) Group Workshops	Chapters 8
4	Chapter 8 Presentation methods Steps of the presentation - pre-approach - approach Presentation Mix Class Assignment: 1) Start Planning Final Assignment, 2) Review Home Assignments, 3) Group Workshops	Chapters 9 & 10
5	Chapters 9 & 10 Class Assignment: 1) Review Home Assignments, 2) Group Workshops, 3) Prepare for Mid-Term	Chapter 11
6	Mid-Term Chapter 11 Objections - opportunities - planning Class Assignment: 1) Work on Assignment, 2) Review Home Assignments, 3) Group Workshops	Chapter 12

Session	Outcome/Material Covered	Reference/ Reading	Assignment Number	Due Date
7	Chapter 12 Closing Class Assignment: 1) Review Home Assignments, 2) Group Workshops, 3) Work on Assignment	Chapter 13		
8	Chapter 13 Service Class Assignment: 1) Review Home Assignments, 2) Group Workshops, 3) work on Assignment	Chapter 14		
9	Chapter 14 - Goal Setting Module Class Assignment: 1) Written Assignment due week, 2) Final preparation for oral presentation, starting next week, 3) Group Workshop – Time Mgmt.			
10	Hand in written Assignment. Role Playing - final presentation & critiques			
11	Role playing - final presentation & critiques			
12	Role playing - final presentation & critiques Wrap up & graduation ceremonies			