



OCT 28 2003

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> | 36 | <b>Total Hours:</b> | 36 | <b>Term/Level:</b> | 199920 |
| <b>Lecture:</b>    | 6  | <b>Total Weeks:</b> | 1  | <b>Credits:</b>    | 3      |
| <b>Lab:</b>        |    |                     |    |                    |        |
| <b>Other:</b>      |    |                     |    |                    |        |

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

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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 Record

|               |   |                |       |
|---------------|---|----------------|-------|
| Developed by: | _____   | Date:          | _____ |
|               | Instructor Name and Department<br>(signature) |                |       |
| Revised by:   | _____   | Date:          | _____ |
|               | Instructor Name and Department<br>(signature) |                |       |
| Approved by:  | _____   | Start<br>Date: | _____ |
|               | Associate Dean<br>(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)**

Office No.:  
Office Hours:

Phone:

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**Required Text(s) and Equipment**

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

**Reference Text(s) & Recommended Equipment**

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

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**Course Notes (Policies and Procedures)**

1. ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.
2. 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.
3. 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.)

| Session | Outcome/Material Covered  | Reference/<br>Reading |
|---------|---|-----------------------|
| 1       | Introduction to course<br>Characteristics of Successful Salespersons<br>Fundamentals of Appointment Setting and Needs Discovery |                       |
| 2       | Prospecting<br>Sales Call Objectives<br>Questioning<br>Features, Advantages, Benefits   |                       |
| 3       | Students Report on Questioning Assignment<br>Professional Presentations<br>Handling Objections<br>Closing<br>Mid Term Exam      |                       |
| 4       | Student Sales Presentations<br>Account Maintenance<br>Self Management Skills<br>Goal Setting                                    |                       |
| 5       | Student Sales Presentations<br>Selling in the 21 <sup>st</sup> Century<br><br>FINAL EXAM  |                       |