



SEP 09 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 1219

Professional Sales 1

Hours/Week:	36	Total Hours:	36	Term/Level:	200010
Lecture:	5 DAYS	Total Weeks:	1	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.
-

Evaluation

Sales Presentations	50%
Exams	40%
Assignments	0%
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 2000

Instructor(s)

Rick Kroetsch

Office No.: 451-6766

Office Hours:

Phone:

Fax: 439-6700

Email: rkroetsch@bcit.ca

Required Text(s) and Equipment

"The ABC's of Relationship Selling" by Charles M. Futrell
6th Edition, Published by Richard D. Irwin

1 VHS videotape

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 MONDAY	Introduction to Course Profile Of the Pro Sales Person Buying Motives; FABs role plays Sales Process Approach Probing & Needs Analysis	Chapters 1, 3, 9
2 TUESDAY	Elements of a Sales Presentation Dealing with Objections Closing	Chapters 10, 11, 12
3 WED.	MIDTERM FIRST ROLE-PLAYS – take video tape home to evaluate Communication for Relationship Building Sales Knowledge: Customers, Products, Technologies Prospecting – The Lifeblood of Selling	Chapters 4, 5, 6
4 THURS.	Groups – Video Playback – students debrief each other – cue tapes Playback cued portions of videos with whole class & instructor Planning the Sales Call is a Must Carefully Select Which Sales Presentation to use Service and Follow-up for Customer Retention	Chapters 7, 8, 13
5 FRIDAY	SECOND ROLE-PLAY FINAL EXAM	Chapters