

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

JAN 21 2003

COURSE OUTLINE

COURSE NAME PROFESSIONAL SALES 1

COURSE NUMBER MKTG 1219 DATE SEPTEMBER 1995

Prepared by C.E. MARKETING DEPT. Taught to C.E.

School Business Program _____

Date Prepared AUGUST 1994 Option _____

Term ALL Hrs/Wk 3 Credits 3

No. of Weeks 12 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.
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EVALUATION

Sales Presentations	<u>40</u>	%
Exams	<u>40</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" - 4th 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
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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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(continued)

Week Lecture or Lab Number	Material Covered	Reading Assignments AT HOME
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

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(continued)

Week Lecture or Lab Number	Material Covered	Reading Assignments AT HOME
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	