

COURSE OUTLINECOURSE NAME PROFESSIONAL SALES 1COURSE NUMBER MKTG 1219DATE AUGUST 1995Prepared by Randy SingerTaught to C.E.School BusinessProgram Date Prepared JULY 1995Option Term 199530 Hrs/Wk 36Credits 3No. of Weeks 1Total Hours 36

Instructor: Randy Singer

TEL: 926-9841

FAX: 926-9847

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. Explain the steps in the sales process.
4. Develop and deliver a sales presentation.

EVALUATION

Final Sales Presentations	<u>40</u> %
Buyer Role Play	<u>40</u> %
Final Exam	<u>10</u> %
Participation	<u>10</u> %

ATTENDANCE

The attendance policy as outlined in the BCIT School calendar will be enforced. Excessive absence will consist of missing more than ten percent of scheduled class time. Students with excessive absence will receive a failing grade for this course.

REQUIRED TEXT(S) AND EQUIPMENT

Futrell, C. (1994) ABC's of Selling (4th Edition). Burr Ridge, IL: Irwin

One blank video cassette tape (minimum length: 30 minutes)

COURSE SUMMARY

Lectures, films, discussions, and role playing will be used to examine the mechanics of selling. Videotaping will occur during some role playing periods to assist students in developing various sales skills presented in the course. Topics in the course include:

- Communication and persuasion
- Prospecting
- Pre-approach and Approach
- Presentation / demonstration
- Handling Objections
- Closing
- Follow up
- Goal setting & time management
- Self confidence

COURSE OUTLINE - MKTG 1219

(continued)

Day Timing	Topic Outline	References
Monday AM	<ul style="list-style-type: none"> - Introduction of instructor and students - Course overview - Profile of a professional salesperson 	
Monday PM	<ul style="list-style-type: none"> - The importance of knowledge - The sales process - Buying motives - FABs 	Chapters 1, 3, 5
Tuesday AM	<ul style="list-style-type: none"> - Verbal and non-verbal communication - Questioning & Listening skills - Approach 	Chapters 4, 9
Tuesday PM	<ul style="list-style-type: none"> - Presentation methods - Closing 	Chapters 8, 10, 12
Wednesday AM	<ul style="list-style-type: none"> - First student sales presentations - Prospecting - Pre-approach 	Chapters 6, 7
Wednesday PM	<ul style="list-style-type: none"> - Follow up / Service - Goal setting - Time, Territory and self management 	Chapters 13, 14
Thursday AM	<ul style="list-style-type: none"> - Review presentation videos 	
Thursday PM	<ul style="list-style-type: none"> - Handling objections - Review 	Chapter 11

COURSE OUTLINE - MKTG 1219

(continued)

Day Timing	Topic Outline	References
Friday AM	- Final student sales presentations	
Friday PM	- Final students sales presentations continued - Exam	

Assignment Guidelines and Exam Notes

Note: Spelling, grammar and sentence construction will be considered in assigning marks.

I. First Sales Presentation

Due Date: Aug 16 / 95

Objectives:

- a) To prepare and deliver an 5-7 minute sales presentation in a simulated sales scenario, that will be video taped,
- b) To view your video taped presentation, then complete and submit an evaluation of your performance.

Guidelines:

- a) Choose a product and scenario for your presentation. Select a product which is sold business to business. This must not be a presentation to a consumer.
- b) By listening in class, reading your text, and using other available resources, you are to create, develop, rehearse and deliver an effective sales presentation which demonstrates your knowledge of the Sale Process and your ability to use selling skills.
- c) Choose a fellow lab student who is willing to act as your buyer. Also, be prepared to act as a buyer for a fellow student. A portion of your grade will be based on your performance in the buyer role.
- d) Familiarise your buyer sufficiently for them to play the role (name, company, industry, needs, scenario, etc.).
- e) Your buyer will be directed by the instructor to raise NO objections toward you and / or your product:
- f) You will receive a failing grade for your presentation if you read it.
- g) Marks will be deducted if the FAB's you sue do not address the buyer's needs uncovered by you earlier in your presentation.
- h) View the video tape of your presentation, then complete and submit a presentation evaluation form.

COURSE OUTLINE - MKTG 1219

(continued)

II. Final Sales Presentation

Due Date: Aug. 18 / 95

Value: 50%

Objectives:

- a) To prepare and deliver an 8-10 minute sales presentation in a simulated sales scenario,
- b) To play the role of a buyer for a fellow student.

Guidelines:

- a) For your presentation, use the product and scenario approved by the instructor and used in your first sales presentation.
- b) By listening in class, reading your text, and using other available resources, you are to create, develop, rehearse and deliver an effective sales presentation which demonstrates your knowledge of the Sales Process and your ability to use selling skills.
- c) Choose a fellow lab student who is willing to act as your buyer. Also, be prepared to act as a buyer for a fellow student who did not act as your buyer. A portion of your grade will be based on your performance in the buyer role.
- d) Familiarise your buyer sufficiently for them to play the role (name, company, industry, needs, scenario, etc.).
- e) Your buyer will be directed by the instructor to adopt one of the following attitudes toward you and your product:
 - i) raise at least three objections, and do not buy, no matter what.
 - ii) raise at least three objections, and appear unwilling to buy, but do buy at last moment.
- f) You will receive a failing grade for your presentation if you read it.
- g) Marks will be deducted if the FAB's you use do not address the buyer's needs uncovered by your earlier in your presentation.
- h) Marks will be deducted if your appearance (clothing, grooming, etc.) is not appropriate and business-like for your product and selling scenario.
- i) Marks will be deducted for presentations which are longer than 10 and one-half minutes.
- j) The order in which you deliver your presentation will be determined by lottery.
- k) You will be required to prove feedback / evaluation of presentations by fellow students.

III. Final Exam

This exam covers material from the entire course including content from the text, lectures, videos and other in-class activities. A combination of Multiple Choice, Case Study and Short Answer / Essay questions is likely to appear on the exam.