

SEP 18 2003

## BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

### COURSE OUTLINE

Course Name: PROFESSIONAL SALES 1

Course Number: MKTG 1219

Prepared by: Randy Singer

School: Business

Program: Marketing

Date prepared: July 1996

Term:

No. of Weeks: 1

Date: August 1996

Taught to: C.E.

School:

Program:

Option:

Hrs/Wk: 36

Credits: 3

Total Hours: 36

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Instructor: Randy Singer

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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 differences between various types of sales techniques.
  3. Discuss the steps in the sales process.
  4. Develop, deliver and evaluate a sales presentation.
  5. Prepare a written sales proposal.
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### REQUIRED TEXT(S) AND EQUIPMENT

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

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

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### EVALUATION

First Sales Presentation	20%
Final Sales Presentation	30%
Final Exam	40%
Participation	10%

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## MKTG 1219 Course Outline (Continued)

### COURSE NOTES (Policies and Procedures)

1. The attendance policy as outlined in the BCIT School calendar will be enforced. Excessive absence will consist of missing more than ten percent (3.6 hours) of scheduled class time for reasons within the student's control. Students with excessive absence will receive a failing grade for this course.
  2. The student must achieve a pass (50%) on each of the Final Sales Presentation and Final Exam in order to receive a passing grade for this course.
  3. Since a high level of written communication skills is important for success in a sales career, spelling, grammar and sentence construction will be considered in assigning marks.
  4. Participation grade is based upon the degree to which the student:
    - a) arrives for class on time
    - b) asks questions which are relevant and pre-thought
    - c) contributes valuable ideas during class discussion
    - d) demonstrates professionalism and willingness to participate in role plays and exercises
    - e) demonstrates ability to focus attention on the task at hand
    - f) enhances the learning environment for fellow students.
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### COURSE SUMMARY

Lectures, films, discussions, and role play exercises 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
  - Written Proposals
  - Goal setting and Time management
  - Self confidence
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MKTG 1219 Course Outline (Continued)

Day Timing	Topic Outline	Chapter References
Monday AM	<ul style="list-style-type: none"> <li>- Introduction of instructor and students</li> <li>- Course overview</li> <li>- Profile of a professional salesperson</li> </ul>	1
Monday PM	<ul style="list-style-type: none"> <li>- The importance of knowledge</li> <li>- The sales process</li> <li>- Buying motives</li> <li>- FABs</li> </ul>	3,5
Tuesday AM	<ul style="list-style-type: none"> <li>- Verbal and non-verbal communication</li> <li>- Questioning &amp; Listening skills</li> <li>- Approach</li> <li>- Elements of a Great Presentation</li> </ul>	4, 9, 10
Tuesday PM	<ul style="list-style-type: none"> <li>- Closing</li> <li>- Objections</li> </ul>	11, 12
Wednesday AM	<ul style="list-style-type: none"> <li>- First student sales presentations</li> <li>- Presentation methods</li> <li>- Prospecting</li> </ul>	8, 6
Wednesday PM	<ul style="list-style-type: none"> <li>- Pre-approach</li> <li>- Follow up/Service</li> <li>- Ethics</li> <li>- Written Proposals</li> </ul>	2, 7, 13, handouts
Thursday AM	<ul style="list-style-type: none"> <li>- Review presentation videos</li> <li>- Goal setting</li> </ul>	handouts
Thursday PM	<ul style="list-style-type: none"> <li>- Time, Territory and self management</li> <li>- Review</li> </ul>	14
Friday AM	<ul style="list-style-type: none"> <li>- Final student sales presentations</li> </ul>	

MKTG 1219 Course Outline (Continued)

Day Timing	Topic Outline	Chapter References
Friday PM	- Final student sales presentations contd. - Exam	

Assignment Guidelines and Exam Notes

I. First Sales Presentation      Due Date: Aug. 14/96      Value: 20%

Objectives:

- (10) a) To prepare and deliver an 8-10 minute sales presentation in a simulated sales scenario, that will be video taped,
- (10) 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. Get advance instructor approval.
- b) By participating 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 student who is willing to act as your buyer. Also, be prepared to act as a buyer for a fellow student. NOTE: Buyers must raise at least two different objections.
- d) Familiarize your buyer sufficiently for them to play the role (name, company, industry, needs, scenario, etc.).
- f) Point-form notes are allowed for reference purposes, however, you will receive a failing grade if you read your presentation.
- g) Marks will be deducted if the FAB's you use 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. Be prepared to discuss your performance and evaluation with members of the class.
- i) You will be required to provide feedback/evaluation of presentations by fellow students.

## MKTG 1219 Course Outline (Continued)

II. Final Sales Presentation      Due Date: Aug. 16/96      Value: 30%

### Objectives:

- (20) a) To prepare and deliver an 8-10 minute sales presentation in a simulated sales scenario,
- (10) 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 participating 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 different 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. NOTE: A portion of your grade is based on your performance in the buyer role.
- d) Familiarize 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 responses to you and your product:
  - i) raise at least two objections, and do not buy, no matter what.
  - ii) raise at least two objections, and appear unwilling to buy, but do buy at last moment.
- f) Point-form notes are allowed for reference purposes, however, you will receive a failing grade if you read your presentation. NOTE: A 10% (2 marks) bonus is awarded if no notes are used.
- g) Marks will be deducted if the FAB's you use do not address the buyer's needs uncovered by you 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) Buyers will receive a failing grade for the buyer's role if they allow your presentation to finish in less than 8 minutes. A time signal will be given at 8 and 10 minutes, and presentations will end at 10 minutes and 30 seconds.
- j) The order in which you deliver your presentation will be determined by lottery.
- k) You will be required to provide feedback/evaluation of presentations by fellow students.

### III. Final Exam

Value: 30%

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 and Short Answer/Essay questions is likely to appear on the exam.