



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: First year

MKTG 2243
Sales Skills**Start Date:** January 4 2006**End Date:** May 26 2006**Total Hours:** 60 **Total Weeks:** 20**Term/Level:** 2 **Course Credits:** 4.0**Hours/Week:** 3 **Lecture:** 1 **Lab:** 2**Shop:** **Seminar:** **Other:****Prerequisites****MKTG 2243 is a Prerequisite for:****Course No. Course Name****Course No. Course Name**

MKTG 1102 Essentials of Marketing

MKTG 3334 Advanced Sales and Negotiating

Course Description

This course is designed to introduce the student to the sales process using a needs based approach. The course will cover the mechanics of selling as well as provide information about the sales profession, sales theories and concepts and selling skills in order to build an understanding of the subject area and competence in buyer/seller communication and interpersonal skills. The student will participate in individual and team based role-plays and class discussions, to better understand the role of the professional and consultative sales person in a firm.

Evaluation

Assignment 1: <u>Individual Field Trip</u>	5%
Assignment 2: <u>Sales Field Trip</u>	10%
Assignment 3: <u>Video</u>	10%
Assignment 4: <u>Team</u>	10%
Assignment 5: <u>Individual</u> in-class presentation	10%
Midterm <u>Exam</u>	25%
Final <u>Exam</u>	25%
Participation	5%
TOTAL	100%

"Failure to achieve 50% or more on the combination of the exams (midterm + final) and the individual assignments/participation marks, will result in 0% being assigned for all other group projects and assignments, resulting in a failing grade for this course."

Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

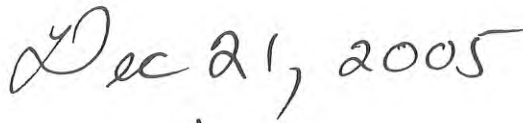
1. Explain the role of selling and customer service within a firm.
2. Explain the steps in the sales process, and the activities involved with each step.
3. Work effectively in a team and deliver a sales presentation.
4. Develop, deliver and critique business-to-business sales presentations.
5. Develop pre-call and follow-up sales strategies.
6. Demonstrate effective verbal, non-verbal and written communication skills.
7. Demonstrate effective use of time management skills.
8. Self evaluate a sales presentation and evaluate peer sales presentations.

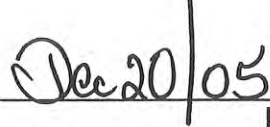
Verification

I verify that the content of this course outline is current.



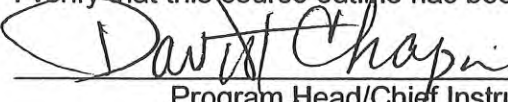
Authoring Instructor



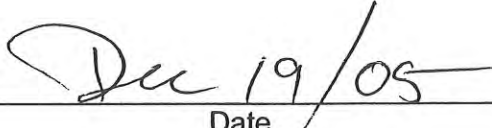


Date

I verify that this course outline has been reviewed.

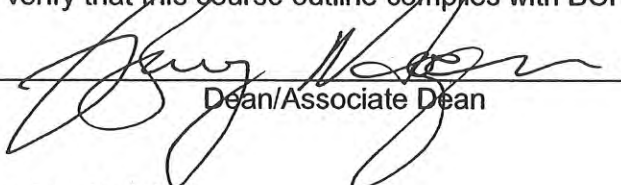


Program Head/Chief Instructor



Date

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean



Date

Instructor(s)

	Office:	Office Hrs.:	Office Phone: E mail Address
Glenna Urbshadt	SE6 306	As posted	604-456-8040 glenna_urbshadt@bcit.ca
Anne Marie Webb-Hughes	SE6 316	As posted	604-451- 6763 amhughes@bcit.ca

Learning Resources

Required:

- ABC's of Relationship Selling, Futrell, Valvasori, 2nd Edition
- Additional readings as assigned by the instructors during the course.
- One blank VHS videocassette or blank DVD

Recommended:

- Numerous sales textbooks and other resources are available in the library. Students are advised to make use of them to supplement required readings and to assist in preparing assignments

Information for Students

Assignments: Late assignments or projects will **not** be accepted for marking. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

Makeup Tests, Exams or Quizzes: There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

Ethics: BCIT assumes that all students attending the Institute will follow a high standard of ethics. "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 any student who knowingly contributes to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT calendar.) Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent. . For this course, excessive absence will consist of missing more than the equivalent of **TWO** Lab hours for reasons within your control. ***ie: Missing more than 10% of classes without prior arrangement and consent of your instructor may result in a grade of 0% being assigned for your final exam, equating to a failing grade for this course.***"

Attempts: Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

Course Outline Changes: The instructor may change the material or schedule specified in this course outline. If changes are required, they will be announced in class.

Course Details:

1. Since a high level of written communication skills are important for success in a sales career, spelling, grammar and sentence construction will be considered in assigning marks.
2. You are required to keep a back-up copy of all written submissions. Please be prepared to provide the instructor with a second copy of any submissions, upon request.
3. Case examples, guest speakers, role-play exercises, videos, demonstrations and discussion may be presented during lectures, which are intended to supplement, not duplicate, course readings. The combination of readings and material covered in Lectures and Labs will assist you to successfully complete assignments, and shall be eligible material for all exams.
4. The participation grade shall be based upon the degree to which you:
 - Arrive for Lectures and Labs on time.
 - Ask questions, which are relevant and pre-thought,
 - Volunteer and contribute valuable ideas during class discussion,
 - Contribute to team and group activities,
 - Demonstrate professionalism and willingness to participate in role-plays and exercises
5. 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 for future reference.

Course Map

Week of/ Date	Outcome/ Material Covered	Reference Reading	Assignments	Due Date
1 Jan 4	LEC: Introduction to Course LAB: Sales Skills Exercise		Handout - Assignment #1 - Individual Field Trip	Week 4
2 Jan 9	LEC: Personal Selling Components LAB: Profile of the Pro Salesperson – case study	Chapters 1 & 2(p 31- 36)	Handout - Assignment #2 - Sales Field Trip	Week 9
3 Jan 16	LEC: FABs, Active Listening LAB: FAB role play	Chapter 5 (p 120-123) Chapter 4 (p 102 – 107)		
4 Jan 23	LEC: Prospecting, developing a customer base LAB: Prospecting role play, Discussion of Assignment #1	Chapter 6	Handout - Assignment #3 – Video Sales Presentation	Week 11
5 Jan 30	LEC: Pre Approach – Planning the Sales Call LAB: Identify and practice Approach techniques	Chapter 7		
6 Feb 6	LEC: Approach – Opening the Sales Call LAB: Sales Demonstration role plays	Chapter 8		
7 Feb 13	LEC: Effective Presentations LAB: Developing a sales presentation strategy role-play	Chapter 9		
8 Feb 20	LEC: Objections LAB: Objections role-play	Chapter 10		
9 Feb 27	LEC: Closing the Sale LAB: Demonstrate effective closes Discussion of Sales Field Trips	Chapter 11		
10 Mar 6	Midterm Exam Week			
Mar 13	Spring Break			

11 Mar 20	LEC: Follow up and servicing the sale LAB: Telephone scripts – writing and delivering	Chapter 12	Handout – Assignment #4 – Team Presentations	Weeks 14 & 15
12 Mar 27	LEC: Communication Styles LAB: Exercise in Identifying Communication Styles	Handout Chapter 4	Handout – Assignment #5 – Individual Sales Presentations	Weeks 17, 18, 19
13 Apr 3	LEC: Team Selling LAB: Team Selling Role Play Practice			
14 Apr 10	LEC: <u>Guest Speaker</u> LAB: Interview Skills, Selling yourself Role-play			
15 Apr 17	LEC: Creating Value, Relationship strategies LAB: Team Sales Presentations	Chapter 5	Team Presentations	
16 Apr 24	LEC: Business Ethics, Trade show selling techniques LAB: Team Sales presentations	Chapter 14	Team Presentations	
17 May 1	LEC: <u>Guest Speaker</u> LAB: Individual sales presentations		Individual Sales presentations	
18 May 8	LEC: Territory, Time, Self-Management LAB: Individual sales presentations	Chapter 13	Individual Sales Presentations	
19 May 15	LEC: Review for Final Exam LAB: Individual sales presentations	Chapter 17	Individual Sales Presentations	
20 May 22	<u>Final Exam Week</u>			