

FEB 12 2001

**British Columbia Institute of Technology**  
**School of Business, Marketing Management**  
**MKTG 2243 Sales Skills**  
**Course Outline**

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Hours/week: 3 (Lecture 1, Lab 2)  
Total weeks: 20  
Total hours: 60

Start date: January 3, 2001

End date: May 25, 2001

Term level: 2

Credits: 4.00

Prerequisites: None

MKTG 2243 is a prerequisite for MKTG 3334 Advanced Sales and Negotiating Techniques

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**Course Goals:**

The goal of this course is to introduce the student to the sales profession, sales theories and concepts, and selling skills, in order to build a general understanding of the subject area and competence in specific communication and interpersonal skills.

**Course Description:**

This is a course designed to cover the mechanics of selling, and the salesperson's role in the firm. The student experiences numerous role-play situations, and participates in discussions, exercises and case-study analyses, through both individual and group work.

## MKTG 2243 Sales Skills Evaluation

Assignment 1 (First Sales Presentation)	10%
Assignment 2 (Field Trip)	20%
Assignment 3 (Second Sales Presentation)	25%
Mid-term Exam	15%
Final Exam	25%
Participation	5%
TOTAL	100%

## MKTG 2243 Sales Skills Course Outcomes

### Course Outcomes:

Upon successful completion of this course, 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. Develop pre-call and follow-up sales strategies.
4. Develop, deliver and critique business-to-business sales presentations.
5. Prepare a written sales proposal.
6. Demonstrate effective verbal, non-verbal and written communication skills.
7. Effectively use time management skills.

MKTG 2243 Sales Skills  
Course Record*Mike Puley Jan 29/01*

Designed by:	Dr. David Chapin and Randy Singer	December 1995
Revised by:	Dr. David Chapin and Randy Singer	December 1996
Revised by:	Dr. David Chapin and Rich Pender	December 1997
Revised by:	Dr. David Chapin, Randy Singer, Pete Mitchell and Ray Harvey	December 1998
Revised by:	Randy Singer and Pete Mitchell	December 1999
Revised by:	Randy Singer, Pete Mitchell and Cindy McPherson	December 2000

MKTG 2243 Sales Skills  
Course Instructors 2001

Instructors	Office	Hours	BCIT Telephone
Randy Singer	SE6-312	As posted	451-6767
Pete Mitchell	SE6-312	As posted	451-6767
Cindy McPherson	SE6-306	As posted	451-6771

## MKTG 2243 Sales Skills Required Texts and Equipment

### Required:

- Futrell, C. (2000). ABC's of relationship selling (6th ed.). Chicago, IL:Irwin
- Additional readings as assigned by the instructors during the course
- One blank VHS videocassette tape (minimum length: 45 minutes)
- Visit the course Web site at least once per week during the course to read and keep up to date with pertinent information provided by the instructors

### 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.

## MKTG 2243 Sales Skills Course Policies and Procedures

1. The attendance policy as outlined in the BCIT calendar will be followed. Students are expected to be in attendance for all scheduled Lecture and Lab time. For this course, excessive absence will consist of missing more than the equivalent of three Lab hours for reasons within the student's control. Upon notification of excessive absence and failure to provide adequate explanation, the student shall be disqualified from writing the final exam.
2. The student is required to achieve a pass (50%) on the combined marks of the Mid-term Exam and Final Exam in order to receive credit for Assignments 1 and 3. Failure to achieve 50% of the available exam marks will result in a grade of zero for Assignments 1 and 3.
3. The Mid-term exam and Final exam must be written on scheduled dates at scheduled times. The student is required to ensure that he or she is available to write exams at the appointed times.
4. The student is required to complete and submit every assignment to successfully complete this course.
5. Since effective time management skills are an important success factor in business, course assignments submitted after the time and date due shall be considered late. Late penalties shall apply to items submitted after deadline. Late submissions must be delivered in person to the student's Lab instructor.
6. 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.
7. The student is required to keep a back-up copy of all written submissions, and be prepared to provide the instructor with a second copy of any submissions, upon request.
8. 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 the student to successfully complete assignments, and shall be eligible material for all exams.
9. The participation grade shall be based upon the degree to which the student:
  - Arrives for Lectures and Labs on time,
  - Asks questions which are relevant and pre-thought,
  - Volunteers and contributes valuable ideas during class discussion,
  - Contributes to team and group activities,
  - Demonstrates professionalism and willingness to participate in role-plays and exercises,
  - Demonstrates ability to focus attention on the task at hand during Lectures and Labs, and
  - Enhances the learning environment for fellow students.
10. "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.)
11. 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.
12. The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced on the course Web site and in class.

13. 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.



## MKTG 2243 Sales Skills

### Week-by-week Topic Outline

Week/Date	Topic Covered	Ref. Reading
1/Jan 3-5	LEC: Kick off orientation LAB: Cancelled this week	
2/Jan 8-12	LEC: Intro Selling, Sales Process, Approach LAB: Introductions, Profile of the Pro Salesperson	Chapter 9
3/Jan 15-19	LEC: Buying motives, FAB's LAB: Approach role plays	Chapter 3
4/Jan 22-26	LEC: Probing, Needs Analysis, Obtaining the appointment LAB: FAB's role plays	Chapter 3 Chapter 6
5/Jan 29-Feb 2	LEC: Trial Closing, Buying signals, Buyer Decision-making LAB: Needs Analysis role plays	Chapter 3 Chapter 12
6/Feb 5-9	LEC: Objections LAB: Obtaining the appt. role plays, Trial Closing role plays	Chapter 11
7/Feb 12-16	LEC: Closing LAB: Objections role plays	Chapter 12
8/Feb 19-23	LEC: Sales Knowledge LAB: Closing role plays	Chapter 5
9/Feb 26-Mar 2	LEC: Selling as a profession LAB: Team presentations	Chapter 1
10/Mar 5-9	LEC: Mid-term Exam LAB: Assignment 1	
11/Mar 12-16	SPRING BREAK (No Classes)	
12/Mar 19-23	LEC: Prospecting LAB: Video review	Chapter 6
13/Mar 26-30	LEC: Preapproach LAB: Mid-term exam debrief, Dealing with difficult buyers	Chapter 7
14/Apr 2-6	LEC: Presentation methods LAB: Verbal and Non-verbal communication role plays	Chapter 8
15/Apr 9-13	LEC: Elements of a sales presentation LAB: Assignment 3 preparation	Chapter 10
16/Apr 16-20	LEC: Easter holiday--No lecture this week (Mon or Thurs) LAB: Individual sales presentations	

17/Apr 23-27	LEC: Written Sales Proposals LAB: Individual sales presentations	LEC notes
18/Apr 30-May 4	LEC: Service and Follow-up LAB: Individual sales presentations	Chapter 13
19/May 7-11	LEC: Time, territory and Account management LAB: Individual sales presentations	Chapter 14
20/May 14-18	LEC: Social, Ethical and Legal issues LAB: Individual sales presentations	Chapter 2
21/May 22-27	FINAL EXAM	