

FEB 12 1999

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<b>Hours/Week:</b>	3	<b>Total Hours:</b>	60	<b>Term/Level:</b>	2
<b>Lecture:</b>	1	<b>Total Weeks:</b>	20	<b>Credits:</b>	4.00
<b>Lab:</b>	2	<b>Start Date:</b>	Jan 4/99		
<b>Other:</b>		<b>End Date:</b>	May 21/99		

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**Prerequisites:**

**MKTG 2243 is a prerequisite for:**

None

**Course No.**

**Course Name**

MKTG 3334

Advanced Sales  
and Negotiating

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**Course Goals:**

The goal of this course is to introduce the student to selling skills and the sales profession.

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**Course Description:**

This is a course designed to cover the mechanics of selling, and the salesperson's role in the firm.

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**Evaluation:**

Assignment 1: (Sales Presentation)	10%
Assignment 2: (Field Trip)	15%
Assignment 3: (Sales Presentation)	25%
Quiz	5%
Mid-term Exam	20%
Final Exam	20%
Participation	5%
<b>TOTAL</b>	<hr/> 100%

**Key Course Outcomes and Sub-Outcomes:**

Upon successful completion of this course, the student will be able to:

1. Explain the role of selling within a firm.
  2. Develop and submit sales pre-call strategies and follow-up proposals.
  3. Explain the steps in the sales process.
  4. Develop, deliver and critique a sales presentation.
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**Course Record:**

Designed by:	Dr. David Chapin and Randy Singer	Date:	December 1995
Revised by:	Dr. David Chapin and Randy Singer	Date:	December 1996
Revised by:	Dr. David Chapin and Rich Pender	Date:	December 1997
Revised by:	_____	Date:	December 1998
	Dr. David Chapin		
Revised by:	_____	Date:	December 1998
	Randy Singer		
Revised by:	_____	Date:	December 1998
	Peter Mitchell		
Revised by:	_____	Date:	December 1998
	Ray Harvey		

## Assignment Details

### Assignment 1. First Sales Presentation

Total Value: 10 marks

#### Purpose:

This assignment gives the student an opportunity to plan, prepare, deliver and evaluate a first sales presentation, using models, processes and skills covered in the course.

#### Learning Objectives:

- a. To prepare and deliver an 8-10 minute sales presentation in a simulated sales scenario, that will be video taped, and
- b. To view your video taped presentation, prepare a self-evaluation of your performance, and obtain peer feedback from fellow students who have viewed your taped presentation.

#### Deliverables:

- 1.1 Due Date: Your last Lab during the week of Jan 25-29, 1999.  
Choose an appropriate product and scenario for your sales presentation. Using paragraph form, write a brief description of your product and scenario. Your description should identify the specific product you will sell, profile the buyer, and identify your call objective and the simulated location of the meeting. E-mail your description, or submit a typed or computer printed hard copy, to your Lab instructor no later than the deadline.
- 1.2 Due Date: Your last Lab during the week of March 1-5, 1999.  
Submit your VHS format videocassette tape containing a recording of your sales presentation. This must be cued up at a point advised by your instructor. Also submit a completed Self-Evaluation form and Peer Feedback forms. Ensure these items are submitted to your Lab instructor no later than the deadline.

#### Suggested Approach:

- By listening in class, reading your text, and referencing library materials, create, develop, rehearse and deliver an effective sales presentation which demonstrates your knowledge of the sales process and your ability to use selling skills. Ensure that your entire presentation is recorded on your own VHS format videotape (only VHS format will be accepted). IMPORTANT NOTE: one person only per video cassette.
- Choose a fellow Lab student who is willing to act as your buyer, and familiarize them sufficiently for them to play the role (needs, scenario, etc.). Also, be prepared to act as a buyer for a fellow student.
- Point-form notes may be used during your presentation, however scripts may not. Your presentation should resemble a conversation. To avoid a failing grade, do not read your presentation.
- Presentations must be 8-10.5 minutes in length. To avoid marks deductions, ensure that your presentation is longer than 8 minutes, but less than 10.5 minutes.
- View your taped presentation then complete the Self-Evaluation form provided by the instructor. Arrange for fellow students to view your taped presentation and complete the Peer Feedback forms provided by the instructor.

Assignment 2. One-day Business-to-Business Sales Field Trip

Total Value: 15 marks

**Purpose:**

This assignment will allow the student to apply course material in a practical manner and gain exposure to the world of professional sales. You will choose a company that is involved in Business to Business selling. You must contact the company and one of the sales representatives of that company and arrange to work with that individual for a day. You will accompany the sales person on sales calls for a day and then prepare a report that evaluates the sales representative's performance. During your time with the rep, you can also go beyond the "mechanics" of the sales reps' job: ask them what motivates them, get them to share success stories and tactics with you and otherwise develop some personal performance standards which will help you in future course assignments.

**Learning Objectives:**

- a. To contact a business-to-business sales representative who works on outside sales, and arrange an appropriate appointment for completing (b), below, and
- b. To observe and interview the sales representative while accompanying him/her in person before, during and after his/her meetings with buyers, for the duration of one of his/her typical working days, and
- c. To write and submit a typed or computer printed report which analyses and evaluates the performance of the observed salesperson, (see deliverables 2.2 for report requirements).

**Deliverables:**

2.1 Due Date: Your last Lab during the week of Feb 15-19, 1999.

Register your appointment with the instructor by preparing an "Appointment Letter". This will be a simple letter to the sales rep who has agreed to work with you, confirming the date, time and place of the "work with" session. It must include a short expression of your appreciation for the rep's agreement to support you in this project, plus a brief, general overview that confirms your understanding of how the day will unfold and the nature of the experiences you expect to have. This letter must be delivered to the sales representative in person, or by mail, fax or email (depending on the preference of the sales representative) and a copy given to your instructor, no later than the deadline.

2.2 Due Date: Your last Lab during the week of March 29-April 2, 1999.

Prepare a 1250 word report that includes analysis, evaluation and recommendations regarding the rep's performance (this is confidential and will not be shared with the rep so that you are free to "critique"). You need to analyze the "work with" within the frame of reference of the material covered in the course. For example, effectiveness of interpersonal and communication skills, evidence of time and territory management and general organization, preplanning calls and the reaction of the buyer to the sales reps use of sales techniques.

Accompanying the report, we ask that you provide the rep's business card and a sales call report sheet (calls made, company/buyer names, description of the "call" e.g cold call, repeat / follow up visit etc. and accomplishments i.e was a sale made?). You also need to include a copy of the "Thank You" letter that you prepared and sent to the rep following your "work with".

Please use formal Business Report Format, and submit the report no later than deadline.

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**Effective Date:**

January 1999

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Instructors	Office	Hours	BCIT	e-mail
Randy Singer	SE6-312	As posted	451-6767	<a href="mailto:rssinger@bcit.bc.ca">rssinger@bcit.bc.ca</a>
Peter Mitchell	SE6-312	As posted	451-6767	<a href="mailto:pmitchel@bcit.bc.ca">pmitchel@bcit.bc.ca</a>
Ray Harvey	SE6-312	As posted	451-6767	

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**Texts and Equipment:**

Required:

- Futrell, C. (1997). ABC's of relationship selling (5th ed.). Chicago, IL:Irwin
- Additional readings as assigned by the instructors during the course
- One blank VHS videocassette tape (minimum length: 45 minutes).

Recommended:

- Numerous sales text books and other resources are available in the library. Students are advised to make use of them to supplement required readings and when preparing assignments.
  - Students are advised to visit the course website at least once per week during the course to read and keep up to date with pertinent information provided by the instructors.
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**Course Notes (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 - 3.
  3. The Mid-term exam and Final exam must be written on scheduled dates at scheduled times. The student is required to ensure he or she is available to write exams at the appointed times.
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4. The student is required to complete and submit every assignment to successfully complete this course.
5. Assignments submitted after the time and date due shall be considered late. Late penalties shall apply to items submitted after deadline at the rate of 5% of the assignment value during the first 24-hour period, plus an additional 5% during each subsequent 24-hour period. 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 and discussion shall be presented during lectures, which are intended to supplement, not duplicate, course readings. The combination of readings, Lecture and Lab content will assist the student in completing assignments, and will be included in both 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,
  - 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.

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Assignment 3. Second Sales Presentation

Total Value: 25 marks

**Purpose:**

This assignment gives the student an opportunity to further develop their selling skills by planning, preparing and delivering a Business-to-Business sales presentation, and by giving /receiving evaluation to/from fellow students. In addition, this assignment will draw upon the student's accumulated course knowledge and spontaneity in delivering the presentation.

**Learning Objectives:**

- a. To prepare and deliver a new sales presentation that will be video taped, 8-10.5 minutes in length, in a simulated business-to-business sales scenario in the classroom, and
- b. To play the role of a buyer for a fellow student, and
- c. To write and submit a typed or computer printed report which compares and contrasts your performances in your two video taped presentations (see deliverables 3.2).

**Deliverables:**

3.1 Due Date: In Lab as per schedule during the weeks of April 12-May 21, 1999.

Deliver an 8-10.5 minute sales presentation to a fellow student who is playing the role of your buyer, in which you demonstrate your knowledge of the sales process and your ability to use professional selling skills and present yourself professionally (appropriate attire).

3.2 Due Date: One week after your second sales presentation is delivered in Lab.

View both of your videotaped presentations, then write a business memo that compares and contrasts your first presentation to your second presentation. Discuss strengths, areas for improvement, and how you will make the improvements needed. E-mail your memo, or submit a typed or computer printed hard copy, to your Lab instructor no later than the deadline.

**Suggested Approach:**

- Choose an appropriate product and scenario for your sales presentation, which you did not use in your first presentation. You are encouraged to consult your Lab instructor well in advance, if any doubt exists about the suitability of your product or scenario.
- By listening in class, reading your text, and referencing library materials, and contacting companies, create, develop, rehearse and deliver an effective sales presentation.
- Choose a fellow Lab student who is willing to act as your buyer, and familiarize them sufficiently for them to play the role (needs, scenario, etc.). NOTE: your buyer will be directed by the instructor to raise at least two objections, and will be told whether to buy or not buy from you during your presentation.
- 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. It is important that, in the event you are permitted to buy from the seller, you do not buy until after the 8-minute mark of the presentation.
- Prepare thoroughly, as notes may not be used during your second presentation.
- Ensure that the FAB's you use address the buyer's needs uncovered in by you in your presentation. Your instructor will be looking for you to make these connections.
- It is important that your appearance (clothing, grooming, etc.) is business-like for your product and selling scenario, during your presentation. This does not apply to the buyers.

**Course Map:**

<b>Week/ Date</b>	<b>Outcome/ Material Covered</b>	<b>Reference Reading</b>	<b>Assign- ment</b>	<b>Due Date</b>
1 Jan 4-8	LEC: Sales Process—Approach LAB: Course overview, introductions Profile of the pro salesperson	Chapter 9		
2 Jan 11-15	LEC: Buying motives, FAB's LAB: Approach role plays	Chapter 3		
3 Jan 18-22	LEC: Probing and Needs Analysis LAB: FAB's role plays	LEC notes		
4 Jan 25-29	LEC: Sales Process—Trial closing and Buying signals LAB: Needs Analysis role plays Obtaining an appointment	Chapters 10 & 12	1.1	Last lab this week
5 Feb 1-5	LEC: Sales Process—Objections LAB: Trial closing role plays	Chapter 11		
6 Feb 8-12	LEC: Sales Process—Closing LAB: Objections role plays	Chapter 12		
7 Feb 15-19	LEC: Time Management and Quiz LAB: Closing role plays	LEC notes	2.1	Last Lab this week
8 Feb 22-26	LEC: Elements of a sales presentation LAB: Buyer school Providing evaluation and feedback	Chapter 10		
9 Mar 1-5	LEC: Selling as a profession LAB: Assignment 1 preparation	Chapter 1	1.2	Last lab this week
10 Mar 8-12	LEC: Mid-Term Exam LAB: No labs this week			
11 Mar 15-19	SPRING BREAK			
12 Mar 22-26	LEC: Sales Knowledge LAB: Video review Video: "Preparation"	Chapter 5		
13 Mar 29- Apr 2	LEC: Verbal and Non-verbal communication LAB: Video: "Presentation" Video: "Closing"	Chapter 4	2.2	Last Lab this week

<b>Week/ Date</b>	<b>Outcome/ Material Covered</b>	<b>Reference Reading</b>	<b>Assign- ment</b>	<b>Due Date</b>
14 Apr 5-9	LEC: EASTER HOLIDAY – no lecture LAB: Communication skills role plays			
15 Apr 12-16	LEC: Sales Process—Prospecting LAB: Student Sales Presentations	Chapter 6	3	In Lab as per schedule
16 Apr 19-23	LEC: Sales Process—Preapproach LAB: Student Sales Presentations	Chapter 7	3.1 & 3.2	In Lab as per schedule
17 Apr 26-30	LEC: Presentation methods LAB: Student Sales Presentations	Chapter 8	3.1 & 3.2	In Lab as per schedule
18 May 3-7	LEC: Written Sales Proposals LAB: Student Sales Presentations	LEC notes	3.1 & 3.2	In Lab as per schedule
19 May 10-14	LEC: Territory, Account management LAB: Student Sales Presentations	Chapter 14	3.1 & 3.2	In Lab as per schedule
20 May 17-21	LEC: Sales Process—Service, Follow-up LAB: Student Sales Presentations	Chapter 13	3.1 & 3.2	In Lab as per schedule
21 May 24-28	Final Exam		3.2	

NOTE: The Course Map above is tentative and subject to change according to the needs and interests of learners, and the availability of guest speakers.