

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY*School of Business**Program: Marketing Management**Option: Professional Sales**D. Chapman**Course Outline Part A***MKTG 2243****Sales Skills**

Hours/Week:	3	Total Hours:	60	Term/Level:	3
Lecture:	1	Total Weeks:	20	Credits:	3
Lab:	2				
Other:					

Prerequisites: None**MKTG 2243 is a Prerequisite for:****Course No.****Course Name**

Course Goals

To introduce the student to selling skills, and the sales profession.

Course Description

A course designed to cover the mechanics of salesmanship and the salesperson's role in the firm.

Evaluation

Assignment I (Sales Presentation)	10%
Assignment II (Field Trip)	15%
Assignment III (Sales Presentation)	25%
Mid-term	20%
Final Exam	25%
Participation	5%
TOTAL	<hr/> 100%

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. Explain the differences between the various types of sales positions.
3. Develop and submit sales pre-call strategies and follow-up proposals.
4. Explain the steps in the sales process.
5. Develop, deliver and critique a sales presentation.

Course Record

Developed by:

David Chapin

Date:

and:

Randy Singer

Date:

Revised by:

Date:

Approved by:

Start Date:

Effective Date

January, 1996

Instructor

David Chapin

Office No. SE6-312
Office Hrs.: As posted.

Phone: 451-6767

Text(s) and Equipment

Required: Futrell, C. (1994). ABC's of selling (4th ed.). Burr Ridge, IL: Irwin
Any additional readings assigned by the instructor during the course.
One blank VHS video cassette tape (minimum length: 30 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.

Course Notes (Policies and Procedures)

1. The Mid-Term and Final Exam must be written on scheduled dates at scheduled times.
 2. The student must achieve a pass (50%) on the combined marks of the Mid-Term and Final exams, in order to receive credit for Assignments I, II, and III.
 3. Marks will be deducted from items submitted late at the rate of five percent per day. Late submissions must be delivered in person to the instructor.
 4. 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.
 5. Students must be prepared to provide the instructor with a second copy of any submissions, upon request.
 6. Case examples, guest speakers, role play exercises, videos and discussion shall be presented during lectures, which are not intended to duplicate course readings. Readings, lecture and lab content will assist students in completing assignments, and will be included in both exams.
 7. The attendance policy as outlined in the BCIT Calendar will be enforced. Excessive absence will consist of missing more than three labs for reasons within the student's control. Upon notification of excessive absence and failure to provide adequate explanation, the student will be disqualified from writing the final exam.
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8. The participation grade shall be based upon the degree to which the student:
- arrives for class 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
 - enhances the learning environment for fellow students.

Assignment Details

I. First Sales Presentation

Due Date: No later than 1620 on March 7, 1996

Value: 10 marks

Purpose:

This assignment gives the student an opportunity to plan, prepare, deliver and evaluate their own first sales presentation.

Learning Objectives:

- To prepare and deliver an 8-10 minute sales presentation in a simulated sales scenario, that will be video taped (4 marks), and,
- To view your video taped presentation, then prepare and submit a self-evaluation of your performance (4 marks), and,
- To play the role of a buyer for a fellow student (2 marks).

Guidelines:

- Choose an appropriate product and scenario for your sales presentation. No later than February 1, 1996, write and submit a short paragraph which describes your product and scenario (i.e. buyer description, location, etc.), for approval of the instructor. Approval must be obtained in advance to receive a grade for your presentation.
- By listening in class, reading your text, and referencing library materials, 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. Ensure that your presentation is recorded on VHS video tape.
- 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.
- Familiarize your buyer sufficiently for them to play the role (needs, scenario, etc.).
- Point-form notes may be used during your presentation, however you will receive a failing grade for your presentation if you read it or if it is scripted.
- Marks will be deducted for presentations which are shorter than 8 minutes or longer than 10 minutes, 30 seconds.
- Critique your performance by viewing your taped presentation, and completing the presentation rating sheet, and the self-evaluation form, provided by the instructor.
- Submit your taped presentation, rating sheet and evaluation form to the instructor in person prior to the deadline.

II. One-day Industrial Sales Field Trip

Report Due Date: Start of first lab, March 25-29, 1996

Value: 15 marks

Purpose:

This assignment gives the student an opportunity to contact and meet an outside sales representative involved in business-to-business selling, and to accompany them on their calls for a day, and then to prepare a report which evaluates the sales rep's performance.

Learning Objectives:

- a) To contact an industrial sales representative who works on outside sales, and arrange an appropriate appointment for completing (b), below (2 marks), and
- b) To observe and interview the representative while accompanying them in person on their calls for the duration of one of their working days (5 marks), and
- c) To write and submit a report which analyzes and evaluates the performance of the observed salesperson, and which meets the criteria outlined in (d), below. (8 marks)

Guidelines:

- a) Contact a company which uses industrial, outside sales representatives to sell their products, and arrange to accompany a rep for the duration of their working day.
- b) Register your appointment with the instructor no later than Feb. 22/95 (i.e. date, rep's name, company).
Prepare questions to ask the rep, and materials needed to record your observations and activities of the day.
- c) Spend one day with the representative in their car, and at their appointments, while they cover their territory and carry out a typical business day.
- d) Prepare a report which includes analysis, evaluation and recommendations regarding the rep's performance (i.e. use of the sales process discussed in this course, effectiveness of interpersonal and communication skills, time and territory management, and any additional factors which have an impact on the rep's degree of success). The rep's business card, a completed itinerary and sales call report sheet, and a copy of your thank you letter to the rep must be included in the appendices. The report must be typed or computer printed, minimum 12 point font, double-spaced, and no longer than 1250 words (excluding appendices).
- e) This is a joint report for both MKTG and BCOM. You must submit the original copy to your sales instructor, and a duplicate copy to your BCOM instructor.

III. Second Sales Presentation

Due Date: Apr. 15 - May 17, 1996 (per schedule)

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.

Learning Objectives:

- a) To prepare, and deliver a **new** sales presentation (max. 10.5 minutes) in a simulated business-to-business sales scenario in the classroom (20 marks), and
- b) To play the role of a buyer for a fellow student. (5 marks)

Guidelines:

- a) Choose an appropriate product and scenario for your sales presentation, which you did not use in your first presentation assignment. You are encouraged to consult your instructor well in advance, if any doubt exists about product or scenario suitability.
- b) By listening in class, reading your text, referencing library materials, and contacting companies, 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. A portion of your grade will be based on your performance in the buyer role.
- d) Familiarize your buyer sufficiently for them to play the role (name, position, 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 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) Notes may not be used during your presentation, and you will receive a failing grade for your presentation if you read it or it is scripted.
- 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, during your presentation. This does not apply to buyers.
- 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 date of your presentation will be determined by lottery.

Wk No./ Wk. Of	Outcome/ Material Covered	Reference Reading	Assign- ment	Due Date
1 Jan 4	LEC: Course introduction and overview			
2 Jan 8-12	LEC: Importance of selling Securing an Appointment LAB: Instructor and student introductions Profile of the professional salesperson	Chapter 1		
3 Jan 15-19	LEC: The Approach LAB: Approach role plays	Chapter 9		
4 Jan 22-26	LEC: Buying motives FAB's LAB: FAB's role plays	Chapter 3		
5 Jan 29-Feb 2	LEC: Elements of a great sales presentation LAB: Needs analysis role plays	Chapter 10	I (description only)	Feb 1/96
6 Feb 5-9	LEC: Trial closing Buying signals LAB: Trial closing role plays	Chapter 3 Chapter 12		
7 Feb 12-16	LEC: Objections LAB: Objections role plays Buyer school	Chapter 11		
8 Feb 19-23	LEC: Closing LAB: Closing role plays	Chapter 12	II (register only)	Feb 22/96
9 Feb 26-Mar 1	LEC: Review and Mid-Term preparation LAB: Assignment I			
10 Mar 4-8	Mid-Term Exam		I	1620 Mar 7/96
11 Mar 11-16	SPRING BREAK			
12 Mar 18-22	LEC: Verbal and Non-verbal communication LAB: Video review	Chapter 4		
13 Mar 25-29	LEC: What do you need to know? LAB: Communication skills role plays	Chapter 5	II	1st lab this week
14 Apr 1-5	LEC: Prospecting and qualifying LAB: Case analysis	Chapter 6		

Wk No./ Wk. Of	Outcome/ Material Covered	Reference Reading	Assign- ment	Due Date
15 Apr 9-12	LEC: The Preapproach—planning the sales call LAB: Sales presentation and buyer role plays	Chapter 7		
16 Apr 15- 19	LEC: Presentation methods LAB: Student sales presentations	Chapter 8	III	In lab per pres. schedule
17 Apr 22- 26	LEC: Goal setting LAB: Student sales presentations	Lecture notes	III	In lab per pres. schedule
18 Apr 29- May 3	LEC: Time, territory and self management LAB: Student sales presentations	Chapter 14	III	In lab per pres. schedule
19 May 6- 10	LEC: Customer service/Negotiation- relationship selling LAB: Student sales presentations	Chapter 13	III	In lab per pres. schedule
20 May 13- 17	LEC: Review and exam preparation LAB: Student sales presentations		III	In lab per pres. schedule
21 May 21- 24	Final Exam			