

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

Course Name: SALES SKILLS

Course Number: MKTG 2243

Prepared by: Randy Singer

School: Business

Program: Marketing

Date prepared: January 1995

Date: January 1995

Taught to: First year

School:

Program:

Option:

Term: Two Hrs/Wk: Three (1 hr. Lec., 2 hrs. Lab) Credits: Three

No. of Weeks: Twenty Total Hours: Sixty

Instructor: R. Singer

Office: SE6 314

Local: 432-8445

Office Hours: As posted

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 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.
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EVALUATION

Final Exam	30%
Mid-Term	20%
Assignment I	10%
Assignment II	10%
Sales Presentation	25%
Participation	05%

MKTG 2243 Course Outline (Continued)

ATTENDANCE

The attendance policy as outlined in the BCIT School calendar will be enforced. Excessive absence will consist of missing more than ten percent of scheduled lab time for reasons within the student's control. Upon notification of excessive absence and failure to provide an adequate explanation, the student will be disqualified from writing the exam.

REQUIRED TEXT(S) AND EQUIPMENT

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

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

Note: Numerous sales text books are available in the library. Students are advised to avail themselves of them.

COURSE SUMMARY

Lectures, films, self-help questionnaires, 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:

- Psychology of Selling
 - Communication and persuasion
 - Prospecting
 - Pre-approach and Approach
 - Presentation/demonstration
 - Handling Objections
 - Closing
 - Self organization and management
 - Self confidence
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MKTG 2243 Course Outline (Continued)

Week No. Dates	Topic Outline	References
1 Jan. 4-6	LAB: - Introduction of instructor and students LEC: - Issue Course Outline	
2 Jan. 9-13	LAB: - Introduction of the course - Course expectations - Importance of selling - Profile of a professional salesperson exercise LEC: - Buying motives - FABs	Chapter 1 Chapter 3
3 Jan.16-20	LAB: - Personal FAB profile exercise LEC: - Verbal and non-verbal communication	Chapter 4
4 Jan. 23-27	LAB: - Personality styles exercise LEC: - Verbal and non-verbal communication	Chapter 4
5 Jan. 30- Feb. 3	LAB: - Communication skills role play LEC: - What do you need to know?	Chapter 5
6 Feb. 6-10	LAB: - Knowledge exercise LEC: - Prospecting and Qualifying - Obtaining the sales appointment	Chapter 6
7 Feb. 13-17	LAB: - Role play securing the sales appointment LEC: - Planning the Sales Call	Chapter 7
8 Feb. 20-24	LAB: - Pre-call preparation case study LEC: - Presentation methods	Chapter 8

MKTG 2243 Course Outline (Continued)

Week No. Dates	Topic Outline	References
9 Feb. 27- Mar. 3	LAB: - Assignment I debrief exercise LEC: - The Approach - Questioning skills	Chapter 9
10 Mar. 6-10	MID-TERM EXAM	
11 Mar. 13-17	SPRING BREAK	
12 Mar. 20-24	LAB: - Role play the approach LEC: - Listening skills	Chapter 9
13 Mar. 27-31	LAB: - Role play active listening skills LEC: - Elements of a great sales presentation - Trial Closes	Chapter 10
14 Apr. 3-7	LAB: - Role play presentation elements LEC: - Handling objections	Chapter 11
15 Apr. 10-13	LAB: - Role play handling objections LEC: - Closing	Chapter 12
16 Apr. 18-21	LAB: - Role play closing skills LEC: - Building a relationship through service	Chapter 13
17 Apr. 24-28	LAB: - Student sales presentations LEC: - Goal setting	Lecture notes
18 May 1-5	LAB: - Student sales presentations LEC: - Time, Territory and self management	Chapter 14

MKTG 2243 Course Outline (Continued)

Week No. Dates	Topic Outline	References
19 May 8-12	LAB: - Student sales presentations LEC: - Ethics in Selling	Chapter 2
20 May 15-19	LAB: - Student sales presentations LEC: - Tying it all together	
21 May 23-26	FINAL EXAM	

Schedule of Evaluation and Due Dates

Note: Marks will be deducted from items submitted late at the rate of 5% per day. Spelling, grammar and sentence construction will be considered in assigning marks.

ITEM	DATE DUE	VALUE
Approval from R. Singer of the product you will use for your sales presentation.	Week 6 Feb. 6	0%
Assignment I	Week 7 Feb. 13	10%
Mid-Term Exam	Week 10 Mar. 6-10	20%
Assignment II	Week 17 Apr. 24	10%
Sales Presentation (Oral) (Written)	Weeks 17-20 Apr. 24-May 19 May 23	25%
Final Exam	Week 21 May 23-26	30%
Participation	Entire course	05%

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Assignment Guidelines and Exam Notes

I. Choose a Product for Your Sales Presentation

Due Date: Feb. 6/95 Value: Included in Sales Presentation

Objective: To choose a product to sell in your Sales Presentation.

Guidelines:

- a) Prepare a single paragraph description, which is typewritten and double-spaced, of the product you intend to sell in your Sales Presentation, and the selling scenario (i.e. buyer description and selling environment).
- b) Obtain the instructor's approval of your product and scenario.

II. Assignment I. — Interview a Sales Manager

Due Date: Feb. 13/95 Value: 10%

Objectives:

- a) To contribute equally, with two fellow students, to the completion of objectives b) and c), below,
- b) To conduct an in-person, information-gathering interview of a sales manager of a company within an industry of interest to all members of your group,
- c) To prepare a report which is typewritten, double-spaced, and includes the following:
 - i) a brief (maximum 50 words) description of the company (e.g. industry, name, size, type, etc.),
 - ii) an analysis (maximum 750 words) of: the different types of sales positions available, methods of compensation, hiring criteria, and career opportunities, for both the manager's company and the industry.
 - iii) an attachment which includes: one of the sales manager's business cards, and a copy of the student's thank you letter sent to the sales manager.

Guidelines:

- a) Select two fellow students from the class — forming a group of 3 — with whom you will work to complete this assignment.
- b) Select a company within your program option which has a sales force and a manager of that force.
- c) Contact the company and make an appointment with the sales manager for the interview.
- d) Following the interview, write and send a thank you letter to the sales manager.
- e) Prepare and submit your report.

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Evaluation:

- a) A portion of your grade for this assignment will be assessed by your fellow group members,
- b) All three group members shall receive the same mark for the instructor-graded portion of this assignment.

Note: Choosing a sales manager in an industry of interest to you could provide you with an excellent contact for your Assignment II project.

III. Mid-Term Exam

This exam includes content from Chapters 1 - 8 of the text, and from lectures and labs. A combination of True/False, Multiple Choice, and Essay questions will appear on the exam.

Duration: approximately 50 minutes.

IV. Assignment II. — One-day Industrial Sales Field Trip

Due Date: Apr. 24/95

Value: 10%

Objectives:

- a) To observe a paid industrial sales representative while accompanying them on their calls for a day,
- b) To write and submit a report analyzing the performance of the observed salesperson.

Guidelines:

- a) Contact a company which uses industrial sales representatives to sell their products, and obtain permission to accompany one of their reps for a day.
- b) Spend one day with the representative in their car and at their appointments while they cover their territory.
- c) Prepare a report which is typewritten, double-spaced, and analyzes the following in less than 750 words:
 - i) the extent to which the sales rep utilizes the steps in the Sales Process discussed in this course,
 - ii) the extent to which the sales rep utilizes the selling skills/techniques discussed in this course,
 - iii) any additional factors which have an impact on the rep's success.
- d) This is a joint project with your BCOM 200 instructors. More details will follow in the near future.

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V. Sales Presentation

Due Date (Oral): Apr. 24 - May 19/95 Value: 20%
Due Date (Written): May 23/95 Value: 05%

Objectives:

- a) To prepare and deliver an 8-10 minute sales presentation in a simulated sales scenario, that will be video taped,
- b) To view your video taped presentation, then prepare and submit a critique of your performance.

Guidelines:

- a) For your presentation, use the product and scenario approved by the instructor by Feb. 6/95.
- 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, 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 three objections, and do not buy, no matter what.
 - ii) raise at least three objections, and appear unwilling to buy, but do buy at last moment.
 - iii) raise one or more objections, then there will be an unexpected interruption.
- f) You will receive a failing grade for your presentation if you read it.
- 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) Marks will be deducted for presentations which are shorter than 8 minutes. A time signal will be given at 8 and 9 minutes, and presentations will end at 10 minutes.
- j) The date of your presentation will be determined by lottery.

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- k) View the video tape of your presentation, then write and submit a typewritten, double-spaced critique of your presentation, which addresses the following in less than 250 words:
 - i) your strengths and weaknesses with the Sales Process,
 - ii) your strengths and weaknesses with the selling skills/techniques discussed in this course,
 - iii) the steps you could take to minimize or eliminate the weaknesses stated in i) and ii), above.

VI. Final Exam

This exam includes material from the entire course. A combination of True/False, Multiple Choice, Essay and Case Study questions will appear on the exam.