

**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
COURSE OUTLINE**

COURSE NAME Sales Skills

COURSE NUMBER MKTG 2243 DATE January 1994

Prepared by David Chapin Taught to 1st Year

School Business School _____

Program Marketing Program _____

Date Prepared December 1993 Option _____

Term 2 Hrs/Wk 3 Credits _____

No. of Weeks 20 Total Hours 1 hr. Lec / 2 hrs. of Labs

Instructor David Chapin Office SE 6 - 314 Wk 432-8445
Hm 434-1418

Office Hours As posted on my office door or by appointment

PREREQUISITES

None

COURSE OBJECTIVES

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

1. Explain the role of selling within the 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. Develop and make sales presentations.
 5. The student will focus on the dynamics of the selling environment using exercises to profile the client/seller interactive strategies in the presentation.
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EVALUATION

Final Examination	<u>30</u>	<u>%</u>
Mid-Term	<u>20</u>	<u>%</u>
Assignment I	<u>10</u>	<u>%</u>
Assignment II	<u>10</u>	<u>%</u>
Participation	<u>10</u>	<u>%</u>
Sales Presentation	<u>20</u>	<u>%</u>

The BCIT policy regarding attendance will be enforced. Excessive absence will be deemed to be missing more than 10% of your scheduled lab time for reasons within your control. Upon notification of excessive absence and failure to provide adequate explanation, you may be disqualified from writing the final exam.

Late submissions - 5% will be deducted daily, for each day late.

REQUIRED TEXT(S) AND EQUIPMENT

Furtell, Charles (1994). ABC's of Selling. (4th ed.). Boston: Irwin.

Blank Videocassette Tape (30 mins).

COURSE SUMMARY

Lectures, films, self help questionnaires, and role play exercises will be used to cover the mechanics of salesmanship. Video tapes will be made during the role playing periods to assist students in developing various sales skills presented in the course. Topics to be covered during the course are:

- 1) Psychology of selling
 - 2) Communication and persuasion
 - 3) Prospecting
 - 4) Pre-approach and approach
 - 5) Presentation/demonstration
 - 6) Handling objections
 - 7) Closing
 - 8) Self management
 - 9) Development of self confidence
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RECOMMENDED READING

Beveridge, D. (1990 July). Sales concepts that work - four essential steps to success. American Salesman, pp. 26-29.

Buskirk, R. & Miles, B. (1980). Beating Men at Their Own Game: A Women's Guide to Successful Selling in Industry. New York: John Wiley & Sons.

Buzzotta, V., Lefton, R. E. & Sheberg, M. (1972). Effective Selling Through Psychology. Wiley Interscience: New York.

Cook, R. & Hartman, T. (May 1986) Female college student interest in a sales career. Journal of Personal Selling and Sales Management, p.6+ .

Durgin, J. M. (1990 September). Empathy: your secret sales weapon. American Salesman, pp. 3-5.

Hanan, M. (1990). Consultative Selling. New York: American Management Association.

Kelley, B. (1991 January). Selling in a man's world. Sales and Marketing Management, pp. 28-35.

Lewis, D. V. (1989 March). The art of active listing. Training and Development Journal, pp. 21-45.

Mercer, D. (1990). High Level Selling. Huston: Gulf Publishing.

Stum, D. A. (1991). Advanced Industrial Selling. New York: American Management Association.

Week Lecture or Lab	Material Covered	Reading Assignments
Week 1 Jan 5 & 6	LAB: Introduction of instructor to students Introduction of students to instructor	Ch 1 & 2
Week 2 Jan 10/14	Chapter 1 LEC -Introduction of the course -Course expectations -Importance of selling in business -Importance of selling ideas in life LAB: What information must be gathered for your sales presentation and <i>where the information can be found</i>	Ch 3

Week 3 Jan 17/22	Chapter 3 LEC -Buying motives -FAB + P approach -Identifying personality types LAB: Ways of Identifying Personality Styles.	Ch 4
Week 4 Jan 24/28	Chapter 4 LEC -Verbal and nonverbal communication LAB: Exercise to improve your Communication Skills Video - Nonverbal Communication	Ch 5
Week 5 Jan 31/ Feb 4	LEC -Verbal and nonverbal communication (continued) LAB: Exercise to improve your Communication Skills	Ch 5
Week 6 Feb 7/11	Chapter 5 LEC -What do you need to know? -Prospecting DUE: Re Sales Presentations - A one paragraph write up of a product or service to sell in your Sales Presentation and <u>OK</u> it with me by Feb 7th. LAB: Case and Role-Play Exercise	Ch 6

Week 7 Feb 14/18	Chapter 6 LEC -Prospecting & Qualifying -Obtaining the Sales Interview DUE -(In lecture) Assignment I Individual Field Trip Buying Assignment LAB: Role - Play Securing the Appointment	Ch 7
Week 8 Feb 21/25	Chapter 7 LEC -Precall Preparation LAB: Case Study in Precall Prep	Ch 8
Week 9 Feb 28/ Mar 4	Chapter 8 LEC -Presentation Methods LAB: Discussion of Individual Field Trip Buying Assignment	Ch. 8
Week 10 Mar 7/11	MID TERM (TO BE HELD IN THE LECTURE HALL)	
Week 11 Mar 14/18	SPRING BREAK	Ch 9
Week 12 Mar 21/25	Chapter 9 LEC -The Approach -Questioning skills LAB: Role play the Approach	Ch 10
Week 13 Mar 28/ Apr 1	LEC -Listening skills LAB: Exercise to help improve your listening skills	Ch 10

Week 14 Apr 4/8	Chapter 10 LEC -Elements of a great presentation LAB: Role play securing desire	Ch 11
Week 15 Apr 11/15	Chapter 11 LEC -Handling objections -Trial close LAB: Role play handling objections	Ch 12
Week 16 Apr 18/22	Chapter 12 LEC -Closing LAB #1: Role play closing LAB #2: Sales Presentations	Ch 13
Week 17 Apr 25/29	Chapter 13 LEC -Getting to know your customers -Building a relationship through service DUE: (In lecture) Assignment II One Day Industrial Sales Field Trip LAB: Sales Presentations	Ch 14
Week 18 May 2/6	Chapter 14 LEC -Time, Territory, and self management LAB: Sales Presentations	Hand out
Week 19 May 9/13	LEC -Role of management in sales LAB: Sales Presentations	Review for Final
Week 20 May 16/20	LEC -Tying it all together LAB: Sales Presentations	Review for Final

Week 21 May 24/27	<p align="center">BCIT FINAL EXAM WEEK</p> <p>DUE: (Prior to the Final) A one paragraph critique of your video sales presentation</p>	
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ASSIGNMENTS AND DUE DATES

ASSIGNMENTS	DATE ASSIGNED	DUE DATE	VALUE
Assignment I - Individual Field Trip Buying Assignment	Week 2 Jan 10/14	Week 7 Feb 14	10%
Mid Term	Ch 1-8	Week 10 March 7 In Lec Hall	20%
Assignment II - One Day Industrial Sales Field Trip	Week 3 Jan 18/22	Week 17 Ap 25	10%
Sales Presentation	On going	Begin Week 16 Ap 18 In Lab	20%
Final exam	Entire course	Week 21 May 24/27	30%

EXPLANATION OF ASSIGNMENTS AND EXAMS

I. Assignment I - (Due Feb 7th) - INDIVIDUAL FIELD TRIP BUYING ASSIGNMENT.

1. Think of a product you want to buy even if you have no intention of buying it now.
2. In visit 3 stores in succession. Have a salesperson at these stores try to sell you what you came for.
3. Don't buy.

4. Prepare a brief report - consider the following:
 - 4.1 What were the strengths and weaknesses of each salesperson?
 - 4.2 What were some areas needing improvement that you observed?
 - 4.3 What should each salesperson have done to secure the sale?
 - 4.4 Relate all the above to course material covered.

II. MID TERM

Mid term will cover Chapters 1-8. The exam will consist of a combination of true/false, multiple choice and essay questions. The exam will be held in the lecture hall and will take approximately 50 minutes.

III. Assignment II (Due Ap 25th) - ONE DAY INDUSTRIAL SALES FIELD TRIP

You are to contact a Company which uses industrial sales representatives to sell their products. You are to spend one day with an industrial sales rep in their car while he/she covers his/her territory.

Write a analytical report that integrates your understanding of the sales process to the actual activities of the professional sale reps in the field. Areas to be considered are the "important steps in the sells process".

This is to be a joint project with the your BCOM 200 Instructors - more information will be supplied in the near future.

IV. SALES PRESENTATION GUIDELINES (Sales Presentations will be video taped).

1. You choose a product or service to sell and OK it with me by Feb 7th. By listening in class, reading your text, visiting the library, contacting companies, and by your own ability you will create, develop, and deliver a presentation which SELLS.

2. Presentation time limit = 10 minutes.
 - 2.1 You will be given a signal at eight minutes.
 - 2.2 At ten minutes a bell will sound and your presentation will end.
3. You choose your own buyer (The buyer will also be graded - 20 points)
4. Presentation dates will be determined by random selection.
5. Incorporate the "selling techniques" we have discussed in class into your presentation. For example, creative demonstrations are a "must"; techniques to overcome objections are essential; the use of questions are extremely important (SPIN approach).
6. One very important thing I am looking for you to do is to tie together the buyer's stated needs uncovered by your the preapproach, approach and SELL sequences to form your presentation, handling of objections, and closes.
9. 20% OF YOUR GRADE WILL BE DEDUCTED from the salesperson's and buyer's presentation grade if the following are not observed:
 - 9.1 You do not have the appearance, mannerisms, and attitude of a professional.
10. YOU WILL FAIL YOUR PRESENTATION if you read it. Your visual aids, questioning skills, and listening skills will be used as your guides.
11. Even though you have selected your buyer, they will be given instructions as to the basic attitude toward you and product. In general, the attitude will be one of the following:
 - 11.1 No, will not buy no matter what; must give a minimum of three objections
 - 11.2 Appears not to want to buy but does buy; must give a minimum of three objections.
 - 11.3 After handling one, two or three objections there is an unexpected interruption.
12. View the video of your Sales Presentation and write a one paragraph critique of that presentation.

V. FINAL EXAM

The final exam will cover the entire course. Exam structure will be identical to the Mid Term with the addition of case studies.