

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME Sales Skills

COURSE NUMBER MKTG 2243

DATE January 1994

Prepared by Mike Powley

Taught to 1st Year

School Business

School _____

Program Marketing

Program _____

Date Prepared December 1993

Option _____

Term 2 Hrs/Wk 3 Credits _____

No. of Weeks 18 Total Hours 54

Instructor(s) Mike Powley Office IBM SE6.314 Office Phone 432-8445

Office Hours Posted on the door.

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. Major focus will be the delivery of sales presentation on a product mutually agreed upon by the student and the instructor.
5. The student will focus on the dynamics of the selling environment using exercises to profile the client/seller interactive strategies in the presentation.

EVALUATION

Final Examination	<u>20</u>	%	
Mid-Term	<u>20</u>	%	
Laboratory	<u>40</u>	%	(= Sales Presentations)
Other (1) Case Study/Project	<u>15</u>	%	
(2) Participation/Quizzes	<u>05</u>	%	
TOTAL	<u>100</u>	%	

REQUIRED TEXT(S) AND EQUIPMENT

No required text. A course resource book will be supplied and the student will be assessed a nominal copy charge for this package. This package is available at the BCIT Bookstore.

REFERENCE TEXTS AND RECOMMENDED EQUIPMENT

Charles Futrell — ABC's of Selling — pub. Irwin
Marks/Soden — Personal Selling — pub. Prentice-Hall
G. McCrezdy — Personal Selling in Canada (Strategies for Career Success)

COURSE SUMMARY

Lectures, self help questionnaires and role play exercises will be used to cover the mechanics of salesmanship. Along with content relating to sales persons role in the firm. A selling approach will be developed that will include:

1. Prespecting
2. Pre-approach & approach - pre-call preparation
3. Presentation demonstration
4. Handling objections
5. Closing
6. Salesperson/client social style analysis
7. Sales orientated transactional analysis
8. Introduction to sales management

COURSE OUTLINE
(continued)

Week Lecture or Lab Number	Material Covered
Week 1 Jan 4/7	Introduction to the World of Selling. The Role of Sales people in a marketing firm. LAB: Will include a continuation of the Introductory material.
Week 2 Jan 10/14	Buyer behavior - Industrial and retail aspects. LAB: Will include a continuation of these concepts.
Week 3 Jan 17/21	The salesperson - profiled for success. LAB: Approaches to selling processes.
Week 4 Jan 24/28	The Salesperson I - attributes of effective sales leadership. LAB: T.P. Leadership.
Week 5 Jan 30 to Feb 4	The Salesperson II - attributes of effective sales leadership. LAB: Blake/Mouton - The Grid for Sales Excellence.
Week 6 Feb 7/11	Planning the Sales call - Steps in a selling process. LAB: Set-up for Role Play Exercises. Development of Sales Pre-call Sheets & Planning for the sales call. LAB: First Role Play - Pre-approach and Approach Relating Skills.
Week 7 Feb 14-18	Qualifying the client - The Use of Questions Results in Sales Success. LAB: Second Role Play - Discovering Skills.
Week 8 Feb 21-25	Elements of a great presentation - Mid Term - 1 hour. Features Solutions, Advantages and Benefits. LAB: Third Role Play - Advocating Skills - Closing
Week 9 Feb 8 - Mar 4	Elements of a great presentation - Closing and Objections. LAB: Fourth Role Play - Supporting Skills.
Week 10 Mar 7/11	MID TERM AND COMPLETION OF ROLE PLAY EXERCISES
Week 11 Mar 14-18	MID TERM BREAK
Week 12 Mar 21/25	Tying it all together - The 4 steps in the selling process. LAB: "Buffer week for Role Play depending on progress".
Week 13 Mar 28/Apr 1	Getting to know customers - Building a Relationship Through Service. LAB: Exercises to Develop Customer Strategies. (NB April 1 is a holiday)
Week 14 Apr 5-8	Social Style Sales Strategies I. LAB: Development of Social Style Analysis. (NB April 4 is a holiday)

COURSE OUTLINE
(continued)

Week Lecture or Lab Number	Material Covered
Week 15 Apr 11/15	Social Style Sales Strategies II. LAB: Development of Social Style Analysis.
Week 16 Apr 18-22	Transactional Analysis I. LAB: Development of Transactional Analysis Strategies. Start of Sales Presentations for Final Grades.
Week 17 Apr 25/29	Transactional Analysis II. LAB: Development of Transactional Analysis Strategies. Sales Presentations for Final Grades (cont'd).
Week 18 May 2/6	Role of Management in Sales - What Makes a Salesperson a Winner - Exercise. LAB: Sales Presentations for Final Grades (cont'd).
Week 19 May 9/13	Role of Management in Sales - (cont'd) CASE STUDY DUE LAB: Sales Presentations for Final Grades (cont'd).
Week 20 May 16/20	Role of Management in Sales - (cont'd) LAB: Sales Presentations for Final Grades (cont'd).
Week 21 May 24/27	BCIT FINAL EXAM WEEK