

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME Sales Skills

COURSE NUMBER MKTG 2243 DATE January 1994

Prepared by David Chapin, MBA Taught to 1st Year

School Business School _____

Program Marketing Mgmt Program _____

Date Prepared December 1993 Option _____

Term 2 Hrs/Wk 3 Credits 3

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

Instructor David Chapin, MBA Office SE 6 (IBM) - 312

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Office Hours As posted on my office door, by appointment, or "drop-by"

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 sales presentation.

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>
Sales Presentation	<u>25</u>	<u>%</u>
Participation	<u>5</u>	<u>%</u>

ATTENDANCE AND LAT SUBMISSIONS

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 the 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) Trial Close
 - 8) Closing Techniques
 - 9) An understand the difference between the Transactional Sales process and the Consultative Sales process
 - 10) Development of Self Confidence
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SOME SUGGESTED READINGS

Alessandra, A. (1987). Managers - How well do you listen? Marketing Communications, 16 82-83.

Baehr, M. & Williams, G. (1968). Prediction of sales success from factorally determined dimensions of personal background data. Journal of Applied Psychology 52, 98-103.

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

Bier, D. & Duggan, R. (1957). Factors in sales success. Journal of Applied Psychology, 41, 37-40.

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.

Futrell, C. M. (1980). Salesmen and saleswomen job satisfaction. Industrial Marketing Management, 9, 27-30.

Hanan, M. (1994). 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. Management Review, pp. 44-45.

Plank, R. & Reid, D. (Unpublished Paper 1994). The mediating role of sales behaviours: An alternative perspective of sales performance and effectiveness. Journal of Personal Selling and Sales Management.

Stum, D. A. (1993). Advanced Industrial Selling. New York: American Management Association.

Szymanski, D. & Churchill, G. (1990 May). Client evaluation cues: A comparison of successful and unsuccessful salespeople. Journal of Marketing Research. 27, 163-174.

Weitz, B. (1978 November). The relationship between salesperson performance and understanding of customer decision making. Journal of Marketing Research, 15, 510-516.

Woodside, A., & Davenport, W. (1974 May). The effect of salesmen similarity and expertise on customer purchasing behaviour. Journal of Marketing Research, 11, 198-202.

Week Lecture or Lab	Material Covered	References
Week 1 Jan 4 & 6	<p>LAB: Introduction of instructor to students</p> <p>Introduction of students to instructor</p>	
Week 2 Jan 9/13	<p>LEC -Introduction of the course -Course expectations -Importance of selling in business -Importance of selling ideas in life</p> <p>LAB: What information must be gathered for your sales presentation and <i>where the information can be found</i></p> <p>: Transactional Sales Process</p>	Ch 1 & 2
Week 3 Jan 16/20	<p>LEC -Buying motives -FAB + P approach -Identifying personality types</p> <p>LAB: Personality styles exercise</p>	Ch 3
Week 4 Jan 23/27	<p>LEC -Verbal and nonverbal communication</p> <p>LAB: Exercise to improve your Communication Skills</p>	Ch 4 & Handout
Week 5 Jan 30/ Feb 3	<p>LEC -Verbal and nonverbal communication (continued)</p> <p>LAB: Listening skills exercise</p>	Ch 4 & Handout

Week 6 Feb 6/10	<p>LEC -What do you need to know? -Prospecting</p> <p>LAB: Case and Role-Play Exercise</p> <p>DUE: Approval - 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.</p>	Ch 5
Week 7 Feb 13/17	<p>LEC -Prospecting & Qualifying -Obtaining the Sales Interview</p> <p>LAB: Role - Play Securing the Appointment</p>	Ch 6
Week 8 Feb 20/24	<p>LEC -Precall Preparation</p> <p>LAB: Case Study in Precall Prep</p> <p>DUE: Assignment I</p>	Ch 7
Week 9 Feb 27/ March 3	<p>LEC -Presentation Methods</p> <p>LAB: Discussion of Sales Management Interview</p>	Ch 8
Week 10 March 6/10	<p>MID TERM EXAM (TO BE HELD IN THE LECTURE HALL)</p>	Review for Mid Term Ch 1-8
Week 11 Mar 13/17	<p>SPRING BREAK</p>	
Week 12 Mar 20/24	<p>LEC -The Approach</p> <p>LAB: Role play the Approach</p>	Ch 9
Week 13 Mar 27/31	<p>LEC -Elements of a great sales presentations</p> <p>LAB: Role play sales presentation</p>	Ch 10

Week 14 Apr 3/7	<p>LEC -Handling objections -Trial close</p> <p>LAB: Role play handling objections</p>	Ch 11
Week 15 Apr 10/14	<p>LEC -Closing</p> <p>LAB: Role play closing the sale</p>	Ch 12
Week 16 Apr 17/21	<p>LEC -Building a relationship through service</p> <p>LAB: Student Sales Presentations</p>	Ch 13
Week 17 Apr 24/28	<p>LEC -Time, territory, and self- management</p> <p>LAB: Student Sales Presentations</p> <p>DUE: Assignment II</p>	Ch 14
Week 18 May 1/5	<p>LEC -Consultative Selling</p> <p>LAB: Student Sales Presentations</p>	Lecture notes
Week 19 May 8/12	<p>LEC -Role of management in sales</p> <p>LAB: Student Sales Presentations</p>	Lecture notes
Week 20 May 15/19	<p>LEC -Tying it all together</p> <p>LAB: Student Sales Presentations</p>	Review for Final
Week 21 May 23/26	BCIT FINAL EXAM WEEK	Review for Final

SUMMARY OF ASSIGNMENTS AND DUE DATES

ASSIGNMENTS	TYPE	DUE DATE	VALUE
Approval from D. Chapin of the product you will use for your sales presentation	One para	Week 6 Feb 6	Must be completed
Assignment I - Interviewing Sales Management	Memo Report	Week 8 Feb 20	10%
Mid Term	Mult. choice/ Short ans. Ch 1-8	Week 10 March 6 In Lec Hall	20%
Assignment II - One Day Industrial Sales Field Trip	Analytical Report	Week 17 Ap 24	10%
Student Sales Presentation	On going	Begin Week 16 Ap 17/ May 19 In Labs	25%
Final exam	Entire course	Week 21 May 23/26	30%
Participation	Entire Course	Entire Course	5%

EXPLANATION OF ASSIGNMENTS AND EXAMS

I. Choose a product for your Sales Presentation

Due Date:	Feb 6th	Value	M u s t b e completed in o r d e r t o proceed with your sales presentation
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Objective: To choose a product to sell in your Sales Presentation. The product should be related to your program option.

Guidelines:

1. 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. your buyer and selling environment)
2. Obtain approval from D. Chapin of your product and scenario.

II. Assignment I - Interview a Sales Manager - Group Project (members to a group).

Due Date:	Feb 20th	Value	10%
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Objective:

1. This is an "information interview". The purpose is to gain information about the sales process of a business organization in which you have an interest.
2. To conduct and in-person interview with a sales manager of a company within an industry of interest and program option of the student.

Guidelines:

1. Select a company within your program option which has a sales force and a manager of that sales force.
2. Contact the company and make an appointment with the sales manager for the interview.

3. Following the interview, write and submit your report.
4. To prepare a report which is typewritten, double-spaced, and includes the following:
 - 3.1 A brief description (maximum 50 words) of the company (e.g. industry, name, size, type, ...).
 - 3.2 An analysis (maximum 750 words) of the different sales positions available, selection process, career opportunities and another information your believe relevant.
 - 3.3 Appendices should include:
 - 3.31 the sales managers business card.
 - 3.32 a copy of the student's thank you letter sent to the sales manager.
 - 3.33 a prepared list of questions you may ask in the interview.

If you are interested in the firm this would be an excellent opportunity to begin to develop a relationship from which you could generate your Assignment II (ONE DAY INDUSTRIAL SALES FIELD TRIP).

III. Mid Term

Date: March 6th Value 20%

Mid term will cover Chapters 1-8, lectures, discussions, videos, and material covered in labs. The exam will consist of a combination multiple choice and short answers. The exam will be held in the lecture hall and will take approximately 50 minutes.

IV. Assignment II- One day industrial sales field trip

Due Date: Apr. 24 Value 10%

Objectives:

1. To observe an industrial sales rep while accompanying them on their sales calls for a day.
2. To write and submit an analytical report evaluating the performance of the observed salesperson

Guidelines:

1. You are to contact a Company which uses industrial sales representatives to sell their products, and obtain permission to accompany one of their reps for a day.
2. Spend one day with an industrial sales rep while he/she covers their territory.
3. Prepare an analytical report which is typewritten, double-spaced, and analyzes the following in less than 1250 words:
 - 3.1 the extent to which the sales rep utilizes the steps in the Sales Process discussed in this course
 - 3.2 the extent to which the sales rep utilizes the selling skills/techniques discussed in this course
 - 3.2 *any* factors which have an impact on the rep's success or lack of success.
4. Include in your appendices a copy of the your thank you letter (sent to the salesperson) and his/her business card.
5. This is a joint report for both MKTG and BCOM. You must submit a separate copy to each instructors.

V. Sales Presentation

Due Date (Oral):	Beginning Ap 17th	Value 20%
Due Date (Written):	May 15th	Value 5%

Objective:

1. To prepare and deliver a 8-10 minute sales presentation that will be video taped.
2. To view your video taped presentation, then write and submit a critique of your performance.

Guidelines:

1. Deliver an 8-10 minute sales presentation
 - 1.1 You will be given a signal at eight minutes.
 - 1.2 At ten minutes a bell will sound and your presentation will end.

- 1.3 Marks will be deducted for presentations which are shorted than 8 minutes.
2. For your presentation, use the product and scenario approved by D. Chapin Feb 6th.
3. By listening in class, reading your text, visiting the library, contacting companies and by your own ability you will create, develop, rehearse, and deliver a presentation which SELLS.
4. Choose a fellow lab student who is willing to act as your buyer. A portion of your participation grade will be based on your performance in the buyer role.
5. Even though you have selected your buyer, they will be given instructions by D. Chapin as to their basic attitude toward you and product. In general the attitude will be one of the following:
 - 5.1 Raise at least two objections, and do not buy, no matter what.
 - 5.2 Raise at least two objections, and buy the product.
 - 5.3 Raise two or more objections, then there will be an unexpected interruption.
 - 5.4 The type of objection, closing technique, and unexpected interruption to be used will be stipulated by D. Chapin.
6. Presentation dates will be determined by "secret draw".
7. Incorporate the selling "techniques" we have discussed in class into your presentation. For example, securing desire is a "must"; techniques to overcome objections are essential; the use of questions are extremely important.
8. One very important thing I am looking for you to do is to tie together the buyer's stated needs uncovered in the preapproach, approach and SELL sequences to form your presentation, handling of objections, and closes.
9. One letter grade will be deducted from the salesperson's presentation if the following is not considered:
 - 9.1 You do not have the appearance, mannerisms, and attitude of a professional salesperson (i.e. you must be dressed in appropriate attire, and have a professional appearance and bearing).

10. YOU WILL FAIL YOUR PRESENTATION if you read it. Your visual aids will be used as your guide.
12. 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:
 - 12.1 your strengths and weaknesses with the sales process.
 - 12.2 your strengths and weaknesses with the selling skills/ techniques discussed in this course.
 - 12.3 the steps you could take to minimize or eliminate the weaknesses stated in 12.1 and 12.2.

V. Final Exam

Date	Week of May 23rd	Value 30%
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The final exam will cover the entire course. Exam structure will be identical to the Mid Term with the addition of case studies some short answer questions.