



Course Outline

A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Professional Sales and Marketing

Course Number: 4402

Course Name: Relationship Selling

Start Date: January 3, 2006

End Date: March 10, 2006

Total Hours: 40 Total Weeks: 10

Term/Level: 4A Course Credits: 2.5

Hours/Week: 4.0 Lecture: 2.0 Lab: 2.0

Prerequisites for MKTG 4402 (Relationship Selling)
are:

Course No. Course Name

MKTG 2243 Sales Skills

MKTG 3334 Advanced Sales and Negotiations

Course Description

Relationship Selling covers professional selling skills from the perspective of buyer behaviour, intra-personal skill, and interpersonal skills.

Evaluation

1. Final Exam	35%
2. Telephone Sales Skills workshop	10%
3. Information Interview	20%
4. Quizzes	20%
5. Participation	15%
TOTAL	100%

- Missing more than 10% of classes without prior arrangement and consent of your instructor may result in a grade of 0% being assigned for your final exam, equating to a failing grade for this course.
- Failing to participate professionally (e.g. no-show, lateness) in the Tele-Skills workshop will result in a '0' on the assignment.

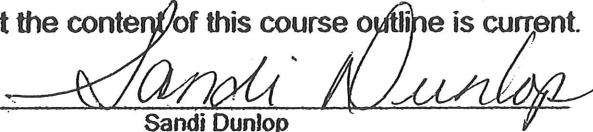
Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

1. Apply the principles of relationship selling in a practical sales situation.
2. Analyze your selling style and the buying style of the customer.
3. Adapt your selling style to the buying style of your customer.
4. Design a personal plan, which will improve questioning and listening skills to increase sales.
5. Provide techniques to enhance the seller/client relationships.
6. Differentiate between transactional selling and relationship selling.
7. Formulate strategies and techniques for gaining account penetration at higher levels.
8. Formulate strategies and techniques for increasing by customer and territory margins.
9. Develop basic skills for using the telephone as a sales tool.

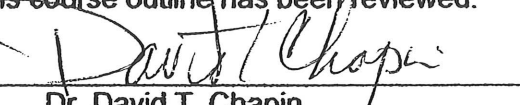
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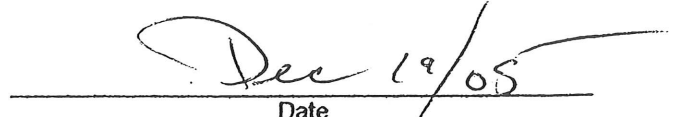
I verify that the content of this course outline is current.


Sandi Dunlop
Authoring Instructor

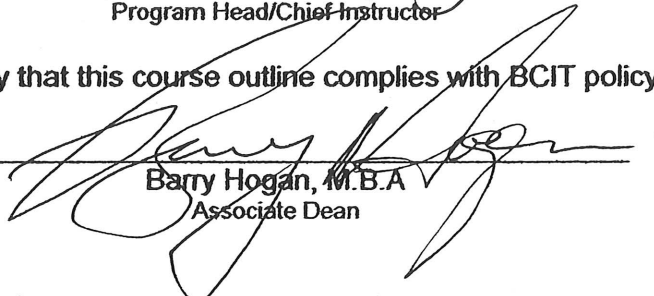

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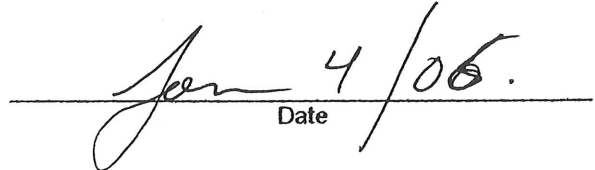
I verify that this course outline has been reviewed.


Dr. David T. Chapin
Program Head/Chief Instructor


Date

I verify that this course outline complies with BCIT policy.


Barry Hogan, M.B.A.
Associate Dean


Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

Instructor

Sandi Dunlop

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E mail: sandi_dunlop@bcit.ca

Office Hrs.: By appointment

(E-mail is the best contact)

Learning Resources

Required:

There is not a required text for this course; therefore, it is imperative that you attend lectures.

Recommended:

Bell, C. (1994). *Customers as Partners: Building Relationships That Last*. San Francisco: Berrett-Koehler.

Berne, E. (1964). *Games People Play*. New York: Grove Press.

Bethel, W. (2001). *10 Steps to Connecting With Your Customers*. Chicago: Dartnell.

Banes, L. (1991 March-April). *Managing the paradox of organizational trust*. Harvard Business Review, pp. 44-63.

Block, P. (2001). *Flawless Consulting: A Guide to Getting Your Expertise Used*. San Francisco: Jossey-Bass/

Bolles, R. (2002). *What Colour is Your Parachute?* Toronto: Ten Speed Press.

Bonoma, T. (1982 May-June). *Major sales: Who really does the buying?* Harvard Business Review, pp. 111-119.

Carnegie, D. (1982). *How to Win Friends and Influence People*. New York: Simon & Schuster

Chapin, D. (1997) *The impact of listening skills on sales success*. Ann Arbor, Mich.: University Microfilms Inc.

Chapin, D. (1998) *How to play it by ear with your clients*. The SoundingBoard, 86(9), p.18.

Comer, L. & Drollinger, T. (1999-Winter). *Active empathetic listening and selling success: A conceptual framework*. The Journal of Personal Selling & Sales (19), 1. pp. 15-29.

Cross, R., & Smith, J. (1995). *Customer Bonding: The Pathway to Lasting Customer Loyalty*. Lincolnwood, IL: NTC Business Books.

Freese, T. (2001). *Question Based Selling*. Naperville, Illinois: Sourcebook Inc.

Goldman, D. (1998). *Emotional Intelligence*. Toronto: Bantam.

Griffin, J. (1995). *Customer Loyalty: How to Earn It - How to Keep It*. New York: Lexington Books.

Hansen, K. (2001). *A Foot in the Door*. Toronto: Ten Speed Press.

Hanan, M. (1985). *Key Account Selling*. New York: amacom.

Hanan, M. (2000). *Consultative Selling*. New York: amacom.

Harris, T. (1982). *I'm O.K., You're O.K.*. New York: Avon.

Kratz, D. & Kratz, A. (2002). *Effective Listening Skills*. New York: McGraw Hill.

Levitt, T. (1983 Sept-Oct). *After the sale is over...* Harvard Business Review, pp. 87-93.

- LaGrossa, V., & Saxe, S. (2000). *The Consultative Approach: Partnering for Results*. San Francisco: Jossey-Bass
- Mackay, H. (1988). *Humanize your selling strategy*. Harvard Business Review, pp. 36-46.
- Maister, D., Green, C. & Galford, R. (2002). *The Trusted Advisor*. Toronto: The Free Press.
- Manning, G., Reece, B., & MacKenzie, H. (2002). *Selling Today: Building Quality Relationships*. Toronto: Prentice Hall.
- Merrill, D. & Reid, R. (1981). *Personal Styles and Effective Performance*. Randor, Pennsylvania: Clinton Book Company.
- Miller, R., & Heiman, S. (1987). *Strategic Selling*. New York: Warner.
- Miller, R., & Heiman, S. (1999). *Conceptual Selling*. New York: Warner.
- Misner, I., & Morgan, D. (2001). *Masters of Networking*. Austin: Bard Press.
- Rackham, N. (2000). *SPIN Selling*. New York: McGraw-Hill.
- Rackham, N., Friedman, L., & Ruff, R. (1999). *Getting Partnering Right: How Market Leaders are Creating Long-term Competitive Advantage*. Toronto: McGraw-Hill.
- Shapiro, B., & Doyle, S. (1983 November-December). *Make the sales task clear*. Harvard Business Review, pp. 72-73.
- Shifflett, Alan. (2001) *Major Account Strategies: Breaking the Six-Figure Barrier in Consultative Selling*. Boca Raton, Florida: St. Lucie Press.
- Sherlock, P. (1991). *Rethinking Business-to-Business Marketing*. Don Mills: Collier Macmillan.
- Silberman, M. & Hansburg, F. (2001). *People Smart: Developing Your Interpersonal Intelligence*. San Francisco: Berret-Koehler.
- Swan, J., Trawick, I., & Silva, D. (2000). *How industrial salespeople gain customer trust*. Industrial Marketing Management 14, 203-211.
- Wilson, L. (2000). *Stop Selling and Start Partnering: The New Thinking About Finding and Keeping Customers*. Essex Junction, VT: Oliver Wright Publications

Information for Students

Assignments: Late assignments, lab reports or projects will not be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

Makeup Tests, Exams or Quizzes: There will be no makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

Ethics: BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent.

Illness: A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

Attempts: Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

Course Outline Changes: the instructor may change the material or schedule specified in this course outline. If changes are required, they will be announced in class.

All Assignments Must Be Completed: Students must complete every assignment in order to successfully complete the course.

Back-up Copies: Students must be prepared to provide the instructor with a second copy of any submission. (Please keep a back-up copy of your assignments.)

Industry Standards: All assignments, presentations, and exams will be judged using industry standards.

Assignment Details

1. Final Exam 35%

All course material (labs, lectures, readings, guest lectures, etc.) will be examinable.

2. Telephone Sales Skills Workshop 10%

At our last three Industry Advisory Committee meetings the Committee members expressed the desire to have BCIT Professional Sales & Marketing graduates better able to use the telephone as a sales tool. Therefore, I have arranged for a one-day training session at BCIT's downtown "Call Centre of Excellence". If you complete and pass your one-day course you'll receive a Certificate of Accomplishment.

Telephone Sales Skills Workshop Goals:

In this workshop students will learn and apply the skills necessary to encourage action, sell products and services and recognize influencing opportunities. They will practice the essential skills for sales, including building rapport, overcoming objections, and achieving closure through a step-by-step sales process using the telephone as a sales tool.

- Skills are developed and practiced in a state of the art call centre-training lab.
- Students will have an opportunity to use a script and place live outbound calls.

Telephone Sales Skills Workshop Evaluation:

Participation and attendance	10 points
Telephone calls evaluation	10 points

Telephone Sales Skills Workshop Hours:

9:00 - 4:00

Telephone Sales Skills Workshop Location:

BCIT Call Centre of Excellence
7th floor
555 Seymour St., Vancouver, BC

Telephone Sales Skills Workshop Schedule:

- Wed Jan 18th Group 1
 - Wed Jan 25th Group 2
 - Wed Feb 1st Group 3
 - Wed Feb 8th Group 4
 - Wed Feb 15th Group 5
 - Wed Feb 22nd Group 6
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3. Informational Interview 20%

Informational Interview – Overview:

Prepare a memo report for this assignment. The memo report is the most common format used for short informal reports. Memos reports have headings, such as:

To:

Date:

From: (Set:)

Subject: (**centred, bolded, highlighted, & underlined**)

Like longer reports, memo reports have internal headings, visual aides and a short introductory paragraph.

Memo reports do not have an Executive Summary, a Table of Contents or an Index.

Informational Interview – Task:

Through cold calling or networking seek out a sales representative who is involved in 'Relationship Selling'.

Conduct an "informational interview" with this individual.

Your memo report should contain information *such as*:

- A short narrative giving Company background and some information regarding the individual you are interviewing.

In general, you will want to determine whether this individual understands the 'Relationship Building Process' and how he/she applies it in executing his/her sales responsibility.

Some areas to consider in your interview –

- Identify the social style of your prospect (Why did you make this assumption?)
- If needed could you match your social style to that of your interviewee? (How?)
- If this were a sales situation, how would you sell this individual?
- How effective were your questioning and listening skills?
- What resources does the sales individual's company provide to facilitate 'Relationship Building'?
- Buyers change frequently in many industries – how does the rep deal with that 'first call' on a new buyer?

Informational Interview - Appendices:

- A written telephone script (used to obtain your appointment) Hand in Week 3 lab.
- A contact letters confirming your discussion. Hand in week 4 lab.
- The "open-ended questions" that you developed for your interview. Hand in week 5 lab.
- On the day of the interviews - thank you letter!
- Business card of the rep who you interviewed.
- Final assignment hand in week 9 lab.

Informational Interview – Grades:

Reports will be read, ranked and graded.

- The meaning of grades:

30 -26	Publishable Paper
26 -23	Excellent
23 -20	Very Good
20 -17	Good
17-15	Fair
15	Pass
14-10	Fail
Below 10	Please see me

4. Assignments and quizzes

20%

There will be no mid-term exam because of the brevity of the term. However, there will be spot quizzes and assignments throughout the course.

5. Participation

15%

I have invited some guest lecturers to participate in our learning experiences. Once more, participation in lectures is mandatory.

The structure of the labs is "experienced-based learning". This method of instruction has been chosen because learning about human relations comes from examining our direct interpersonal experiences.

"Experience-based learning" requires that all members of the Set demonstrate a sense of professionalism and willingness to participate in role-plays and lab exercises.

The participation grade for both lectures and labs will be based upon the degree to which the student:

- Arrives on time
- Asks questions which are relevant and thoughtful
- Volunteers and contributes valuable ideas to discussions
- Demonstrates ability to focus attention on the task at hand
- Is able to refocus on the task at hand and to be considerate of other students (for example, being quiet and listening at the appropriate times)
- Demonstrates professionalism and willingness to participate in role-plays and lab exercises
- Enhances the learning environment of fellow students

Using the above criteria participation will be graded at the end of each lab and lecture. Participation will be ranked and rated on a 10-point scale.

Course Map

Please note: This is a tentative schedule. Some topics may be given additional consideration, some may be given less, should some exceptional learning opportunities be presented during the term we will take full advantage of them. Hence, there is a need for some flexibility; therefore, this schedule is subject to change at the discretion of the instructor. Should changes be required to the content of this course outline, students will be given reasonable notice.

Week of/ Number	Material Covered	Due Date
Wk #1	Lec: Introduction to Relationship Selling <i>Networking, Developing a prospect base</i> Lab: Review instructor expectations Review course outline Interviewing skills/Informational interview Precursor to course project	
Wk #2	Lec: Self-Leadership Lab: Portfolio account classification Assignment	
Wk #3	Lec: Social Styles Lab: Social Styles Indicator Determining your social style	1. Telephone script 2. Telephone Sales Skills Workshop Jan. 18th Group 1 attends
Wk #4	Lec: Listening Skills -Resolving your customers pain Lab: Listening - Building Sales Communication	1. Project contact confirmation note 2. Telephone Sales Skills Workshop - Jan 25th Group 2 attends
Wk #5	Lec: Questioning - Finding your customers pain How Industrial Salespeople Gain Customer Trust Lab: Developing Trust: A Leadership Skill	1. Interview questions 2. Telephone Sales Skills Workshop - Feb 1st Group 3 attends.

Week of/ Number	Material Covered	Due Date
Week #6	Lec: Transactional Analysis Lab: Organizational T.A: Interpersonal Communication	Telephone Sales Skills Workshop – Feb 8 th Group 4 attends
Wk #7	Lec: Johari Window - Communication Lab: In lab application - Relationships	Telephone Sales Skills Workshop - Feb 15th Group 5 attends
Wk #8	Lec: Guest Speaker - Time Management Lab: Review and TTM planning/application	Telephone Sales Skills Workshop – Feb 22 Group 6 attends
Wk #9	Lec: Set Selected topic and review Lab: Presentations and review	
Wk #10	Final Exam	