

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
School of Business
Program: Marketing Management
Option: Professional Sales

Course Outline Part A

MKTG 4402
Relationships Selling

Hours/ Weeks:	4	Total Hours	40	Term	4
Lecture:	2	Total Weeks	10	Credits	3
Other:					

Prerequisites: Successful completion of Sales Skills MKTG 2243 (or another first year college level sales course).

Course Goal:

To provide useful techniques to enhance the seller/client relationship.

Course Description:

Covers professional selling skills from the perspective of buyer behaviour, *intra*-personal skill, and *inter*personal skills.

Evaluation:

1. Final Exam	40 %
2. Maximizer	10%
3. Information Interview	
Assignment	30%
4. Participation	<u>20%</u>
Total	100%

Course Outcomes and Sub-Outcomes

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

1. Distinguish between transactional selling and relationship selling. (Sometimes called Consultative Selling, Partnership Selling, or Key Account Selling).
2. Apply the principles of relationship selling in a practical sales situation.
3. Appraise and draw conclusions from one's own behaviours and the behaviours of others' that will allow for improved relationships.
4. Develop the ability to match sales presentations to the prospect's personal and social social styles.
5. Design a personal plan, which will improve questioning and listening skills to increase sales.
6. Develop techniques for gaining account penetration at higher levels of management.

Course Record

Developed By:

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December 1999

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January 2000

Start Date:

January 4, 2000

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
School of Business
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Course Outline Part B

MKTG 4402
Relationships Selling

Instructor - Dr. David Chapin

Office No.
SE6-324

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Dr. David Chapin & Associates 434-5900

Text(s) and Equipment

Required: Merrill, D., & Reid, R. (1981). Personal Styles & Effective Performance.
Randor, Pennsylvania: Chilton.

Suggested Readings:

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. (1995). 10 Steps to Connecting With Your Customers.
Chicago: Dartnell.

Banes, L. (1981 March-April). Managing the paradox of organizational trust. Harvard Business Review, pp. 44-63.

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

Suggested Readings Continued:

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

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

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

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

Mackay, H. (1988). Humanize your selling strategy. Harvard Business Review, pp. 36-46.

Miller, R., & Heiman, S. (1987). Strategic Selling. New York: Warner.

Miller, R., & Heiman, S. (1990). Conceptual Selling. New York: Warner.

Rackham, N. (1988). SPIN Selling. New York: McGraw-Hill.

Rackham, N., Friedman, L., & Ruff, R. (1996). 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.

Sherlock, P. (1991). Rethinking Business to Business Marketing. Don Mills: Collier Macmillan.

Swan, J., Trawick, I., & Silva, D. (1985). How industrial salespeople gain customer trust. Industrial Marketing Management 14, 203-211.

Wilson, L. (1994). Stop Selling and Start Partnering: The New Thinking About Finding and Keeping Customers. Essex Junction, VT: Oliver

Course Notes (Policies and Procedures)

1. The final exam must be written on the scheduled date and time.
 2. The student must achieve a pass (50%) on the final exam to receive credit for all other assignments. If 50% is not achieved on the final exam then zero will be assigned to all other assignments.
 3. Marks will be deducted for late assignments at the rate of five percent per working day. Late submissions must be delivered in person to the instructor.
 4. Students must be prepared to provide the instructor with a second copy of any submissions (*make a back-up copy*).
 5. Since a high level of written communication skill is important in a sales career, spelling grammar and sentence construction will be considered in assigning marks.
 6. Case examples, guest speakers, role play exercises, videos, and discussions will be presented during Lectures and Labs, these are not intended to replace or duplicate your reading assignments. Readings, lectures and lab content will assist students in completing assignments, and will be included on the final exam.
 7. The attendance policy in the BCIT Calendar will be enforced. Excessive absence will consist of missing more than one lab for reasons within the student's control. Upon notification of excessive absence and failure to provide adequate explanation, the student will be disqualified from writing the final exam.
 8. Students must complete *all assignments* to receive credit for the course.
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Assignment Details

1. **Final Exam** – March 7, 2000 @ 1430-1620 in SW3-1720 Value: 40%

All material covered in labs, lectures and reading assignments will be examinable.

2. **Maximizer** - Jan 31 – Feb 4 Value 10%

Purpose:

To be able to use Maximizer as a sales tool.

Learning Objective(s):

The student will be able to apply and use the techniques learned in the Maximizer Lab to help build relationships with customers.

The Maximizer Instructor will assign a SATISFACTORY or an UNSATISFACTORY grade for this section of the course. If you receive a SATISFACTORY grade you will obtain 10% of your grade for this course. If you receive an UNSATISFACTORY grade you will receive a 0.

3. **Information Interview Assignment (7 Steps)** – Feb 22nd in Lecture. Value: 30%

Purpose:

Is to give the student the opportunity to conduct a series of information interviews using "Chapin's" job search technique to practice developing relationships with potential customers.

Learning Objective(s):

To practice using the 7-Step process to develop a “net work” of prospects.

Guidelines:

a) Style: Short Report

b) Prepare a short report, which is type written, double spaced, with a maxim length of 1500 to 2000 words. (Please do not put your report in a binder or plastic cover sheet - a staple in the upper left hand corner will be appropriate and appreciated).

b) Task:

- Conduct two “information interviews” with prospective customers.
- After completing the first information interview, use the “Endless Chain of Referral” to obtain a second interview. (You must follow this procedure).

c) Appendices:

- Your written script for “telephone appointment”
- Develop “open-ended questions” that you may use in your interview.
- At the end of the interview – Prospect by using the “The Endless Chain of Referral” method ...”For example:
 - o “Do you know a couple of people that I could talk further to about...?”
 - o “May I use your name...?”(List the names you receive and as much information as you can regarding these “new prospects”)
- Day of the interviews - Thank you letters!
- Business cards of the two people you interviewed.

Information Interview Assignment – Continued...

d) The Report:

- Company backgrounds and some information regarding the prospects.
- A short narrative documenting the interview process. For example:
 - o Discuss the intra-personal process taking place.
 - o What was the social style of your prospect (In-depth analysis is appropriate here)?
 - o Were you able to match your social style to that of your prospect?
 - o How effective were your questioning and listening skills?
 - o What were your major “learnings”?
 - o What would you do differently next time?
 - o So far, you have made three contacts with you prospects. What steps would you take to ensure that at least three more contacts could be made? (You do not have to make these additional three contacts; however, you must write about them).

e) Your report must have a cover page. *Your cover page must be the last page of your report.*

f) Reports will be read, ranked, and then graded out of 10.

10	-	Publishable Paper
9	-	Excellent
8	-	Very Good
7	-	Good
6	-	Fair
5	-	Pass
3/4	-	Fail
1/2,	-	Please see me.

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3. Participation: On going throughout the course

Value: 10%

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 will be based upon the degree to which the student:

- a) arrives for class on time,
- b) asks questions which are relevant and demonstrate thought,
- c) volunteers and contributes valuable ideas in class discussions,
- d) *demonstrates professionalism and willingness to participate in role-plays and lab exercises,*
- e) demonstrates ability to focus attention on the task at hand,
- d) enhances the learning environment of fellow students.

Participation will be graded at the end of each lab.

Participation will ranked and rated on the 10-point scale explained in the Report Section.

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Course Outline **Part B**

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Week # & Week of	Outcome/ Material Covered	Read- ings	Due Date
Wk #1 Jan 4-7	LEC: Distinguish between <i>transactional selling</i> and <i>relationship selling</i> LAB: Instructor and student introductions Review of transactional selling techniques	Merrill & Reid Ch 1	
Wk #2 Jan 10-14	LEC: Johari Grid - A model involving feedback in the context of building relationships Discuss: Merrill & Reid Ch 1 LAB: Johari Window - an experience in self disclosure and feedback	Merrill & Reid Ch 2	
Wk #3 Jan 17-21	LEC: Transactional Analysis Discuss: Merrill & Reid Ch 2 LAB: Organizational TA: Interpersonal Communication	Merrill & Reid Ch 3	

Wk #4 Jan 24-28	LEC: Social Styles Discuss: Merrill & Reid Ch 3 LAB: Social Styles Indicator	Merrill & Reid Ch 4	
Wk #5 Jan 31 – Feb 4	Lecture and Lab Maximizer		Value 10%
Wk #6 Feb 7 -11	LEC: How Industrial Salespeople Gain Customer Trust Discuss: Merrill & Reid Ch 4 LAB: Developing Trust: A Leadership Skill	Merrill & Reid Ch 5	-
Wk #7 Feb 14-18	LEC: Questioning & Listening Skills Discuss: Merrill & Reid Ch 5 LAB: Listening: Building Communication Skills	Merrill & Reid Ch 6	
Wk #8 Feb 21-25	LEC: NLP Discuss: Merrill & Reid Ch 6 LAB: NLP Diagnostic	Merrill & Reid Ch 7	Information Interview Report Due Feb 2 2 nd in Lecture
Wk #9 Feb 28 - Mar 3	LEC: Gain account penetration at higher levels of management Discuss: Merrill & Reid Ch 7 LAB: Prep for Final Exam		

Wk#10 Mar 6-10	<p style="text-align: center;">FINAL EXAM MARCH 7, 2000 during the lecture time period</p>		<p>Final Exam March 7th @ 1430-1620 in SW3-1750</p>

SPRING BREAK

Note: This course ends at
Spring Break

Spring Break – March 13th to the 17th