

*D. Chapman*

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

**Course Outline Part A**  
  
**MKTG 4402**  
**Relationships Selling**

---

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

---

**Prerequisites:** Successful completion of all Level 3 courses

---

**Course Goal:**

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

---

**Course Description:**

Covers professional selling skills utilizing buyer behaviour, product knowledge, time management and sales call planning tools. Computer application in sales are also covered.

---

**Evaluation:**

Final Exam 50 %  
Sales Report 20 %  
Participation 30 %

Note: This course ends at the mid-term break.

---

---

**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.
2. Apply the principles of relationship selling in a practical sales situation.
3. Develop techniques for gaining account penetration at higher levels of management.
4. Develop the ability to match their sales presentations to the prospect's personality profile.
5. Design a personal plan which will improve the students' personal listening skills.
6. Demonstrate conflict resolution techniques as related to the sales process.
7. Apply customer service principles to enhance customer relationships.

---

**Course Record**

Developed by: David Chapin, MBA Date: \_\_\_\_\_

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

Start Date: \_\_\_\_\_

---

---

Effective Date - January, 1996

---

Instructor - David Chapin, MBA    Office No. SE6-312    Office Hrs. As posted  
Phone Work: 451-6767 / Fax: 439-6700 / Internet: FCAPD352.BCIT.BC.CA / Hm: 434-1418

---

**Text(s) and Equipment**

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

*Note:* Students must choose one of the following two books as required course reading.

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

OR

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

---

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

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.

---

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.

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.

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.

---

### 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 in order to receive credit for Sales Report and Participation***
  3. Marks will be deducted for late assignments at the rate of five percent per day. Late submissions must be delivered in person to the instructor.
  4. 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.
  5. Students must be prepared to provide the instructor with a second copy of any submissions (*make a back-up copy*).
  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 students control. Upon notification of excessive absence and failure to provide adequate explanation, the student will be disqualified from writing the final exam.
-

### Assignment Details

#### *Final Exam*

Value: 50%

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

#### *Sales Report*

Value: 20%

Due Date: Feb 13 @ 1430 in the Lecture SE12-204

#### Purpose:

This assignment gives the student the opportunity to expand upon their knowledge in the areas of Relationship Selling, Key Account Selling, and/or Consultative Selling.

#### Learning Objective:

To learn more about some aspect of Relationship Selling that is:

- a) of interest to you, or
- b) an area that you would like to improve upon.

#### Guidelines:

- a) Select a leading writer or practitioner whose area of expertise is Relationship Selling, Key Account Selling, and/or Consultative Selling. Explain this person's area of expertise and their influence (positive or negative) on that area of Relationship Selling. What were her or his main accomplishments? Who are some other experts who agree or disagree with this person?
- b) You *may chose* another topic related to Relationship/Consultative/Key Account Selling. This topic *must be approved in advance* by the instructor.

- 
- c) Prepare a report which is type written, double spaced, with a maximum length of 1250 words. (Please do not put your report in binder or plastic cover sheet - a staple in the upper left hand corner will be appropriate and appreciated).
  - d) Your report must have a cover page. *Your cover page must be the last page of your report.*
  - e) Reports will be read, ranked, and then graded out of 9.
    - 9 - Excellent
    - 8 - Very Good
    - 7 - Good
    - 6 - Fair
    - 5 - Pass
    - 4 - Marginal
    - 3 - Fail
    - 1 or 2 - Please see me.

**Participation:**

Value: 30%

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 ranked and rated on the 9 point scale explained in the Report Section.

Week # & Week of	Outcome/ Material Covered	Text Read- ings	Assign- ments	Due Date
Wk #2 Jan 8-12	LEC: Distinguish between <i>transactional selling</i> and <i>relationship selling</i>  LAB: Learning Style Inventory  Review of transactional selling techniques and negotiating techniques in the sales process	Ch1 & 2		
Wk #3 Jan 15-19	LEC: Sales Maximizer LAB: "Hands-on" Lab	Ch3 & 4		
Wk #4 Jan 22-26	LEC: Transactional Analysis  LAB: Organizational TA: Interpersonal Communication	Ch5 & 6		
Wk #5 Jan 29- Feb 2	LEC: Johari Grid - A model involving feedback in the context of a relationship  LAB: Johari Window: - An experience in self disclosure and feedback	Ch 7 & 8		
Wk #6 Feb 5/9	LEC: Social Styles  LAB: Humour as a Persuasive Communication Tool	Ch 9 & 10		



Wk #7 Feb 12/16	LEC: How Industrial Salespeople Gain Customer Trust  LAB: Developing Trust: A Leadership Skill	Ch 11 & 12	Sales Report is due	Feb. 13 @ 1430  In Lec. SE12- 204
Wk #8 Feb 19/23	LEC: Customer Service - The Hidden Gold Mine of Sales Opportunities  Questioning & Listening Skills  LAB: Perceptions of Customer Service  Listening: Building Communication Skills	Ch 13		
Wk #9 Feb 26- Mar 1	LEC: Gain account penetration at higher levels of management  Conflict Resolution  LAB: Conflict Resolution Strategies			
Wk #10 Mar 4-8	<b>FINAL EXAM</b>		Covers the entire course	Mar. 5 @ 1430- 1620  In Lec. SE12- 204
	<b>SPRING BREAK</b> <u>Note: This course ends at Spring Break</u>			