

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

Course Name: ADVANCED SALES TECHNIQUES

Course Number: MKTG 4402

Prepared by: Randy Singer

School: Business

Program: Marketing

Date prepared: January 1995

Term: Four

Hrs/Wk: Four

No. of Weeks: Nine

Date: January 1995

Taught to: Second year

School: Business

Program: Technical Sales & Mktg

Option: Business

Credits: Three

Total Hours: 36

Instructor: R. Singer

Office: SE6 314

Local: 432-8445

Office Hours: As posted

COURSE OBJECTIVES

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

1. Develop a list of qualified prospects.
 2. Write a prospect profile.
 3. Outline sales call objectives.
 4. Prepare a sales presentation.
 5. Deliver a sales presentation in a classroom setting.
 6. Demonstrate effective use of the following communication skills:
Open and Closed Probing, Active Listening.
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EVALUATION

Final Exam	25 marks
Sales Presentation	15 marks
Participation	10 marks

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

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REQUIRED TEXT(S) AND EQUIPMENT

Sellars, D. (1992). Role playing, the principles of selling (2nd ed.). Fort Worth, TX: Dryden Press

One blank video cassette tape (minimum length: 30 minutes).

Note: Numerous sales text books are available in the library. Students are advised to avail themselves of them.

ATTENDANCE

The attendance policy as outlined in the BCIT School 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 an adequate explanation, the student will be disqualified from writing the exam.

COURSE SUMMARY

Advanced Sales Techniques focuses on how to sell. Emphasis is placed on "professional" selling skills, and on use of the sales process to improve students' performance.

Role playing is used extensively in this course.

Guest Speakers will discuss specific selling skills and various types of sales positions in a variety of industries.

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Week No. Lab No.	Topic Outline	References
	<u>LABS</u>	
2 Lab 1	Approach Role Plays	Chapters 4 and 5
3 Lab 2	Presentation Techniques Role Plays	Chapter 6
4 Lab 3	Handling Objections Role Plays	Chapter 7
5 Lab 4	Closing, and Customer Follow-up Role Plays	Chapter 8
6 Lab 5	Sales Maximizer — Hands-On Lab	
7 Lab 6	Student Presentations	
8 Lab 7	Student Presentations	
9 Lab 8	Student Presentations	

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Week No. Dates	Topic Outline	References
2 Jan. 10	<p style="text-align: center;"><u>LECTURES</u></p> <p>Introduction — Course Outline</p> <p>The purpose of the Guest Speakers is to expose the students to a wide variety of selling approaches and techniques, and to different sales jobs available.</p> <p>The Guest Speakers will be scheduled for each Tuesday in the two-hour time frame starting at 2:30 PM. The format will be a talk by the Guest Speaker, followed by a question and answer period.</p> <p>In order to ensure maximum student interaction, groups of students will be assigned to each Guest Lecture. One student will introduce the guest speaker (meet at my office prior), one will thank the guest speaker, and group members will be responsible for leading the question period. Marks will be given as part of the "Participation" section of the course mark.</p> <p>In addition, questions will appear on the final exam relating to topics discussed by the Guest Speakers.</p> <p>Prospecting and Preapproach.</p>	
3 Jan. 17	<p>Guest Speaker "Do's and Don'ts — A Buyer's Point of View"</p>	
4 Jan. 24	<p>Guest Speaker "Increase the Speed with which you Succeed"</p>	
5 Jan. 31	<p>Guest Speaker "Reality Check: A Day in the Life of a Pro"</p>	

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Week Lecture or Lab No.	Material Covered	References
	<u>LECTURES</u>	
6 Feb. 7	Alumni Evening (6:00 to 8:00 PM)	
7 Feb. 14	Guest Speaker "You As The Product (Value Added Selling)"	
8 Feb. 21	Guest Speaker T.B.A.	
9 Feb. 28	Guest Speaker T.B.A.	
10 Mar. 7	FINAL EXAM	

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Assignment Guidelines

Note: Marks will be deducted from items submitted late at the rate of 5% per day. The text must be typed, and double spaced. Spelling, grammar and sentence construction will be considered in assigning marks.

I. Written Report — Sales Call Plan

Due Date: Start of week 7 Lab

Value: 05 marks

Objectives:

- a) To prepare and submit a written report containing the following details of your sales presentation:
 - i) a statement of your sales call objectives
 - ii) a customer profile
 - iii) Needs Analysis questions which you could (not will) use
 - iv) a customer benefit plan (FAB's), plus Trial Closes
 - v) Closes which you could (not will) use
 - vi) Objections which could arise, plus your responses to them

Guidelines:

- a) Use the same product and scenario that you choose for your sales presentation.
- b) For ideas on format, refer to examples which the instructor will make available in class.

II. Sales Presentation in a Classroom Setting

Due Date (Oral): Labs in weeks 7,8 and 9

Value: 10 marks

Due Date (Written): The third class-day following your presentation

Objectives:

- a) To prepare and deliver an 8-10 minute sales presentation in a simulated 'professional' sales scenario, that will be video taped,
- b) To play the role of a prospect for a fellow student,
- c) To view your video taped presentation, then prepare and submit a critique of your performance.

Guidelines:

- a) Choose a product or service, and scenario, and obtain the instructor's approval. If possible, bring the product to class for your presentation. Support material such as catalogues, samples, brochures, flip charts, etc., should be used in the presentation (where appropriate).
- b) The FAB approach, as outlined in the text, is the selling technique to be used.

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- c) The Instructor will choose a class member to role play your prospect. You may face either of two reactions:
 - i) The prospect will not buy, no matter what, or,
 - ii) The prospect appears as though they will not buy, but then does so, at the last moment.In either case, the prospect must raise a minimum of three objections, for you to demonstrate your ability to uncover and handle objections.
- e) Your prospect has agreed to a ten minute appointment, because she/he must leave promptly at that time for a dentist's appointment.
- f) Marks will be deducted for presentations which are shorter than 8 minutes. A time signal will be given at 8 and 9 minutes, and presentations will end at 10 minutes.
- g) Be prepared to play the role of a prospect for a fellow student, and to raise a minimum of three relevant objections during their presentation. A portion of your course grade will be based on your performance in the prospect role.
- h) You will receive a failing grade for your presentation if you read it.
- i) Marks will be deducted if your appearance (clothing, grooming, etc.) is not appropriate and business-like for your product/service, and selling scenario.
- j) The date of your presentation will be determined by lottery.
- k) All students will be required to complete evaluation forms for sales presentations done by fellow students.
- l) 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 350 words:
 - i) your strengths and weaknesses with the Sales Process,
 - ii) your strengths and weaknesses with the selling skills/techniques discussed in this course,
 - iii) the steps you could take to minimize or eliminate the weaknesses stated in i) and ii), above.