### BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

#### COURSE OUTLINE

COURSE NAMEIndustrial Sales Practicum	
COURSE NUMBERMKTG 4403	DATEMarch 1994
Prepared by <u>Glenna Urbshadt</u>	Taught to <u>Second</u> Year
SchoolBusiness	School Business
ProgramMarketing	Program
Date Prepared	Option <u>Professional Sales</u>
Term4B	 - Wednesdays Credits
No. of Weeks9 Total Hours63	
Instructor(s) <u>Glenna Urbshadt</u> Office <u>SE6 324</u> Local <u>451-6770</u>	
Office Hours <u>As Posted</u>	
PREREQUISITES  Successful completion of Marketing 402 Advanced Sales Techniques and Sales Management 343	
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COURSE OBJECTIVES	
<ol> <li>To familiarize students with the role that sales plays within the organization and its relationship to other departments within the firm.</li> </ol>	
<ol> <li>To provide the student with practical experience in the area of sales or marketing within a firm in an industry of their interest.</li> </ol>	
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EVALUATION	
Report       40 %         Call Report       30 %         Assessment       30 %         Other (1)       %         (2)       %         (3)       %	

# COURSE OUTLINE (continued)

#### OUTLINE OF REPORT FOR SALES PRACTICUM

Covering letter - report submission to Company - appreciation for time spent

- 1. Company Summary
  - background
  - product line
- 2. Marketing Environment
  - competition
  - key market factors affecting industry
  - promotional activity
- 3. Sales Force
  - organization
  - selling activities
  - non-selling activities
  - compensation
  - expenses
  - training
- 4. Selling Processes Observed and Comments On



- 5. Appendices samples of call sheets, order forms, competitive activity reports, etc.
- N.B. This report does not go to sponsor firm until marked.
  - Marks deducted for lateness and poor grammar and punctuation.

## COURSE OUTLINE (continued)

#### **EVALUATION**

Performance on this practicum will be evaluated on the basis of three factors. Each of these factors will carry 1/3 of your final grade.

The factors on which you will be graded are:

- 1. You will be required to submit a detailed report on the sales function within your sponsoring firm. This report is due by 8:30 a.m. on Monday, May 16, 1994. An outline of what should be included in this report is attached. You are also required to submit a copy of this report to your practicum sponsor for their comments (after I have reviewed).
- 2. You will be required to maintain a "daily call report", i.e. maintain a record of all that you have done on the practicum. This would include the name of the Sales Representative that you worked with that day as well as a list of the customers that you may have called on and what you observed in that call or duties that you performed.

Make an appointment between April 16 to April 20 to review practicum's progress - bring call report. Call report to be submitted at end of practicum. Elements of sales process to be noted, i.e. prospecting, presentation, objection and closing techniques. Call report must be legible!

- 3. The firm that is sponsoring your practicum will also be asked to submit an assessment of your performance. This assessment will be required by Friday, May 14, 1993. Your sponsor will be requested to provide candid comments on your performance. Some of the areas on which they will be asked to evaluate you are:
  - a. Development:
    - performance
    - skill growth
    - conceptual ability
    - communications
  - b. Personality Characteristics:
    - enthusiasm
    - willingness to learn
    - ability to work with others
  - c. Hygiene Factors:
    - timekeeping
    - appearance
    - organization