

**COURSE OUTLINE**COURSE NAME PRO SALES 2 / CPSA SKILLS FOR SALES SUCCESSCOURSE NUMBER MKTG 2319 DATE JANUARY 1999Prepared by Shaun Fitzpatrick Taught to Part Time StudiesSchool Business Date Prepared September 1998Term ALL Hrs/Wk 3 Credits 3No. of Weeks 14 Total Hours 42**PREREQUISITES**MKTG 1219 - Professional Sales 1 or several years experience in direct sales.**COURSE OBJECTIVES**

This course is part of the requirements for CPSR certification. The CPSR program embraces three main areas of study: tactical selling skills, self management skills, and strategic selling skills.

Tactical Selling Skills - used when interacting with customers. Understanding and influencing customers. Role-plays will be used extensively to reinforce and give practical application to tactical selling skills.

Self-Management Skills - the ability to set goals, manage yourself and maintain a positive attitude.

Strategic Selling Skills - planning for territory and account penetration.

**ALLOCATION OF MARKS:**

Final Exam	30%
Quizzes	15%
Role Plays	30%
Assignments	10%
Participation /	
Attendance	<u>15%</u>
	100%

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**REQUIRED TEXT(S) AND EQUIPMENT**

SKILLS FOR SALES SUCCESS, David J. Batchelor, Arthur H. Horn, 1997  
Irwin Publishing, Study Guide

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**RECOMMENDED ADDITIONAL READING:**

SPIN SELLING - Neil Rackham

CONCEPTUAL SELLING - Miller-Heiman

THE NEW STRATEGIC SELLING - Miller-Heiman

THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE - Stephen R. Covey

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**STUDENT RESPONSIBILITIES:**

- Text should be read before material is covered in the classroom. Students will be required to demonstrate significant levels of participation based on preparation and understanding of assigned reading
- Students should use the Skills for Sales Success Study Guide in conjunction with weekly reading and preparation.
- Each student will identify two other students who can assist with information regarding assignments missed due to travel or illness.
- Assignments not submitted on time will be subject to late penalty.

## COURSE OUTLINE - MKTG 2319

(continued)

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Week #	Week Starting	Material Covered
1	Jan 11	Introductions, Characteristics of Successful Salespersons
2	Jan 18	Personality Traits for Sales Success, Influencing, prospecting Chapters 1,2,3
3	Jan 25	Social Styles, Video - Preparing for the Sales Call. Chapter 4 (Assign.)
4	Feb 01	Building Rapport, Asking Questions Needs Discovery, Sales Presentation
5	Feb 08	Asking Questions, Making your presentation Chapter 4 (cont'd) (Assign.), <b>Role Plays</b>
6	Feb 15	Objections, Closing, Presentations. Chapter 4 (cont'd), <b>Role Plays</b>
7	Feb 22	Presentation Skills, Negotiating Skills Participant Sales Presentations Chapters 5,6, <b>Role Plays</b>
8	Mar 01	Attitude Maintenance, Chapter 7, Setting Goals, Chapter 8 <b>QUIZ, Role Plays</b>
9	Mar 09	Time Management & Stress Management, Business Knowledge, Professional Devel. Chapters 9,10,11,12, <b>Role Plays</b>
10	Mar 15	Territory Planning, Chapter 13, <b>QUIZ</b> <b>Role Plays</b>
11	Mar 22	Account Planning & Management Chapter 14, <b>Role Plays</b>
12	Mar 29	Business Creation, Administration, Promotion Chapters 15,16,17, <b>QUIZ</b> <b>Role Plays</b>
13	Apr 12	<b>FINAL EXAM</b>

**NOTE:** No class Monday, April 5/99 due to Easter Monday Holiday. 15 minutes added to each class. 05:30-08:45pm

## COURSE OUTLINE - MKTG 2319

(continued)

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Week #	Week Starting	Material Covered
1	Jan 13	Introductions, Characteristics of Successful Salespersons
2	Jan 20	Personality Traits for Sales Success, Influencing, prospecting Chapters 1,2,3
3	Jan 27	Social Styles, Video - Preparing for the Sales Call. Chapter 4 (Assign.)
4	Feb 03	Building Rapport, Asking Questions Needs Discovery, Sales Presentation
5	Feb 10	Asking Questions, Making your presentation Chapter 4 (cont'd) (Assign.), <b>Role Plays</b>
6	Feb 17	Objections, Closing, Presentations. Chapter 4 (cont'd), <b>Role Plays</b>
7	Feb 24	Presentation Skills, Negotiating Skills Participant Sales Presentations Chapters 5,6, <b>Role Plays</b>
8	Mar 03	Attitude Maintenance, Chapter 7, Setting Goals, Chapter 8 <b>QUIZ, Role Plays</b>
9	Mar 10	Setting Goals Chapter 8, <b>Role Plays</b>
10	Mar 17	Time Management & Stress Management, Business Knowledge, Professional Devel. Chapters 9,10,11,12, <b>Role Plays</b>
11	Mar 24	Territory Planning, Chapter 13, <b>QUIZ</b> <b>Role Plays</b>
12	Mar 31	Account Planning & Management Chapter 14, <b>Role Plays</b>
13	Apr 07	Business Creation, Administration, Promotion Chapters 15,16,17, <b>QUIZ</b> <b>Role Plays</b>
14	Apr 14	<b>FINAL EXAM</b>