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BRITISH COLUMBIA INSTITUTE OF  
TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**

**MKTG 2319**

Option: **Marketing Management**

**Pro Sales 2 / CPSA Skills for Sales Success**

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Hours/Week:	3	Total Hours:	42	Term/Level:	200010
Lecture:	3	Total Weeks:	14	Credits:	3

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**Prerequisites:**

**MKTG 1219 – Pro Sales 1 or several years experience in direct sales**

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**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.

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**Allocation of marks:**

Final Exam	30%
Quizzes	15%
Role Plays	30%
Participation / Attendance	<u>15%</u>
<b>TOTAL</b>	<b>100%</b>

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**ATTENDANCE:**

Regular attendance is required. Students must attend at least 80% of all classes unless other arrangements are made with the instructor(s). Failure to do so may result in the student being prevented from completing the course.

### 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
  - Assignment not submitted on time will be subject to late penalty.
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### Course Record

Developed by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Revised by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Approved by:	_____	Start Date:	_____
	Associate Dean (signature)		



BRITISH COLUMBIA INSTITUTE OF  
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

**MKTG 2319**

**Pro Sales 2 / CPSA Skills for Sales Success**

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### Effective Date

January 2000

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### Instructor(s)

Shaun Fitzpatrick

Office No.:

Office Hours:

Phone: 990-9022

Fax: 990-9259

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### Required Text(s) and Equipment

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

### Reference Text(s) & Recommended Equipment:

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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### COURSE NOTES (Policies and Procedures)

#### ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.

This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.

**CHEATING, PLAGIARISM AND DISHONESTY:** "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)

**ASSIGNMENTS;** Late assignments or projects will not normally be accepted for marking unless agreed to by the instructor.

**CLASS CONDUCT:** Students are expected to act professionally during class. Students disrupting classes or disturbing others during class will be asked to leave and their behaviour will be reported to their program head.

**COURSE OUTLINE CHANGES:** The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

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