

COURSE OUTLINE

COURSE NAME PROFESSIONAL SALES 2

COURSE NUMBER MKTG 2319 DATE JANUARY 1995

Prepared by Valerie Jenkinson Taught to PART TIME STUDIES

School Business Program

Date Prepared NOVEMBER 1993 Option

Term ALL Hrs/Wk 3 Credits 3

No. of Weeks 12 Total Hours 36

PREREQUISITES

MKTG 1219 Professional Sales 1 or several years experience in direct sales

COURSE OBJECTIVES

To develop to a professional level the skills of salesmanship and presentation techniques, stressing the practical application of the knowledge in everyday selling situations.

EVALUATION

Final Examination	<u>30</u> %	Credit for this course is based on attendance participation and reviews.
Final Sales Presentation	<u>40</u> %	
Mid-Term Sales Presentation	<u>20</u> %	
Class Participation and Attendance	<u>10</u> %	

REQUIRED TEXT(S) AND MATERIALS

Charles M. Futrell, "The ABC's of Selling"
Published by Richard D. Irwin

OPTIONAL REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

The Five Great Rules of Selling - Percy H. Whiting, McGraw-Hill, 2nd Edition

How to Win Customers - Heinz Goldman, Hawthorn, 1973

How I Raised Myself From Failure to Success in Selling - Frank Bettger,
Prentice Hall Inc.

Textbook of Salesmanship - Russell, Beach, Buskirk, McGraw Hill 1978

Think and Grow Rich - Napoleon Hill, Hawthorn

See You At The Top - Zig Ziglar, Pelican Publishing 1977

COURSE SUMMARY

Lectures, films and class discussion will be used to cover the techniques and motivational skills of selling. Areas covered include:

- | | |
|---------------------------|------------------------|
| - sales interview | - getting attention |
| - buying motives | - organization |
| - product knowledge | - goals |
| - prospecting | - arousing interest |
| - approaches | - talking benefits |
| - selling more | - desire |
| - closing | - no is not the end |
| - selling the idea | - power phrases |
| - art of persuasion | - selling yourself |
| - presentation | - leadership |
| - demonstration | - attitude |
| - clients needs and wants | - time/territory mgmt. |
| - buying signals | - body language |

The key element of the above course will be the development of individual sales presentations by students with the focus on personal presentation skills.

COURSE OUTLINE - MKTG 2319
(continued)

WEEK LECTURE OR LAB NUMBER	Material Covered
1	<ul style="list-style-type: none">- Introduction of Instructor- Introduction of students and course expectation- Importance of selling in business- Importance of selling ideas in life- Why goals are important READING ASSIGNMENT CHAPTERS 104
2	<ul style="list-style-type: none">- Buying motives- FAB selling- Verbal/non-verbal communication\- Company and product knowledge- Prospecting READING ASSIGNMENT CHAPTERS 5-6
3	Planning Your Sales Call <ul style="list-style-type: none">- Class assignment - prepare sales call plan and present to class- Choose product for mid-term presentation READING ASSIGNMENT CHAPTERS 7 & 8
4	Sales Presentation Methods <ul style="list-style-type: none">- Planning the sales presentation READING ASSIGNMENT CHAPTERS 9-10
5	The Mechanics of a Good Presentation <ul style="list-style-type: none">- Class assignment - each group to choose a product and develop a presentation outline- Discuss final presentation - choose product
6	Objections <ul style="list-style-type: none">- Mid-term presentation READING ASSIGNMENT CHAPTER 11

COURSE OUTLINE - MKTG 2319
(continued)

WEEK LECTURE OR LAB NUMBER	MATERIAL COVERED
7	Closing - Mid-term presentations - continued READING ASSIGNMENT CHAPTER 12
8	Customer Service and Follow-up - Hand in (rough) outline for final presentation
9	Role Playing - Team selling
10	Final presentation
11	Final presentation
12	Final exam - Entire course