

**COURSE OUTLINE**COURSE NAME CPSA SALES SKILLSCOURSE NUMBER MKTG 2319 DATE SEPTEMBER 1997Prepared by CPSA Sales Institute Taught to Part Time StudiesSchool Business Date Prepared JUNE 1996Term ALL Hrs/Wk 3 Credits 3No. of Weeks 14 Total Hours 42

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**PREREQUISITES**

NONE

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**COURSE LEARNING OUTCOMES:**

Upon successful completion of the course students should be able to:

- \* identify the challenges facing professional sales representatives and acquire the selling skills required to meet those challenges.
- \* understand the role and job function of a professional sales representative and selling as a career opportunity.
- \* demonstrate the tactical, strategic and self management skills required to succeed in sales.
- \* make better sales presentations.
- \* understand the requirements for the CPSA Sales Institute Certification Program.

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**EVALUATION and GRADING:**

The criterion used to determine whether a student has achieved a passing grade in this course is as follows:

Oral sales presentation -	30 %
Field Project - "job shadow" -	40 %
Final test - provided by CPSA Sales Institute	30 %
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## **REQUIRED TEXT(S) AND EQUIPMENT**

CPSA Sales Institute - "Skills for Sales Success"

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### **About the CPSA Sales Institute:**

the Canadian Professional Sales Association (CPSA) recently founded The CPSA Sales Institute, an organization focused on establishing a positive image and enhancing the value and credibility of the sales profession. The CPSA Sales Institute in conjunction with BCIT will be offering its' Sales Certification Program to sales professionals and students interested in sales as a career which will lead to the following designation: **CERTIFIED PROFESSIONAL SALES REPRESENTATIVE (CPSR).**

The course is designed to prepare students for the CPSA Sales Institute's Professional Sales Certification Program for sales representatives. The certification eligibility requirements have been developed to ensure candidates possess a cross-section of the skills and competencies required to be a professional sales person.

**The Certified Professional Sales Representative (CPSR) Process** - in order to qualify, candidates must meet these eligibility requirements for the CPSR certification program:

- have a minimum of three years direct sales experience
- have an accumulation of 50 credits based on personal learning programs (see chart available from the CPSA Sales Institute) Completion of this course qualifies for 5 credits
- pass both a written and oral CPSA Sales Institute examination
- be a member in good standing with the CPSA

# Topical Course Content - MKTG 2319

(continued)

Week	Topics	Objectives	Chapter & References
1	Course introductions, Administration and tactical selling skills	To introduce students to the CPSA program and discuss the concept of influencing.	CPSA info. Chapter 1
2	Prospecting	Students will discuss the planning, paperwork and record keeping component to prospecting.	Chapter 2
3	Client meetings	Building rapport, asking questions, selling benefits, handling objections, and closing the sale.	Chapter 3
4	Presentations	How to make better sales presentations, content and form of great presentations, and negotiation skills.	Chapter 4,5
5	Self management skills	Attitudes of Winners! personality traits required for success, taking responsibility.	Chapter 6
6	Goal setting	Attitude maintenance and goal setting using SMART	Chapter 7,8
7	Time management	Good vs. Bad time management, obstacles to avoid, planning and stress management.	Chapter 9,10
8	Business acumen	Product/technical knowledge, administration and regulations	Chapter 11
9	Strategic selling skills	Territory planning.	Chapter 12
10	Account management	The steps of account management, business creation, administration and reporting.	Chapter 13,14,15
11		Sales presentations	
12		Sales presentations	
13	Promotion and marketing Course review	Networking, trade shows, education, and advertising.	Chapter 16
14		FINAL EXAM	Chapter 1-16