

**COURSE OUTLINE**COURSE NAME PROFESSIONAL SALES 2COURSE NUMBER MKTG 2319DATE SEPTEMBER 1997Prepared by School of BusinessTaught to Part Time StudiesSchool BusinessDate Prepared AUGUST 1994Term ALL Hrs/Wk 3Credits 3No. of Weeks 12Total 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 & Attendance	<u>10</u> %	

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## **REQUIRED TEXT(S) AND EQUIPMENT**

Charles M. Futrell. "The ABC's of Selling" - 5th Edition  
Published by Richard D. Irwin

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## **REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT**

- 1) "Selling Principles and Practice" 11th Edition  
Authors - Russell, Beach and Buskirk  
Published by McGraw-Hill
  - 2) "Psychocybernetics"  
Author - M. Maltz  
Published by Prentice Hall
  - 3) "The Magic of Self-Image Psychology"  
Author - M. Maltz  
Published by Prentice Hall
  - 4) "How to Get Control of your Time & Your Life"  
Author - Alan Lakein
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## **COURSE SUMMARY**

Lectures, films and class discussions will be used to cover the mechanics of salesmanship. Video tapes will be used during the role playing periods to assist the students in developing the various sales skills presented in the course.

Topics to be covered during the course are:

- 1) Prospecting
  - 2) Pre-approach and approach
  - 3) Presentation/demonstration
  - 4) Handling objections
  - 5) Closing
  - 6) Development of self confidence
  - 7) Understanding of the various prospect
  - 8) Goal setting & time management
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## COURSE OUTLINE - MKTG 2319

(continued)

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