

**COURSE OUTLINE**COURSE NAME PRO SALES 2 / CPSA SKILLS FOR SALES SUCCESSCOURSE NUMBER MKTG 2319 DATE APRIL 1998Prepared by Shaun Fitzpatrick Taught to Part Time StudiesSchool Business Date Prepared APRIL 1998Term ALL Hrs/Wk 3 Credits 3No. of Weeks 7 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	35%
Assignments	10%
Participation /	
Attendance	<u>10%</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

## COURSE OUTLINE - MKTG 2319

(continued)

Week Lecture or Lab Number	Material Covered
1	<ul style="list-style-type: none"><li>- Introductions</li><li>- Characteristics of Successful Salespersons</li><li>- Course Overview</li></ul> HOMEWORK: Personal Profiles, Read Ch. 4 Workbook: P. 21-22, # 19-21, 27-31
2	<ul style="list-style-type: none"><li>- Overview of the Sales Presentation process</li><li>- FACT based questioning</li><li>- Benefit Selling</li><li>- Assignment of Role Play #1</li></ul> HOMEWORK: Develop Buyer Scenario for Role Play #1
3	<ul style="list-style-type: none"><li>- Needs Development</li><li>- Features, Functions, Benefits</li><li>- Differentiating with Unique Strengths</li></ul> HOMEWORK: Features, Functions, Benefits exercise
4	<ul style="list-style-type: none"><li>- Communication and Listening skills</li><li>- Empathic Listening</li><li>- Participant Role Plays</li></ul> HOMEWORK: Listening Self Assessment, Read Ch. 2
5	<ul style="list-style-type: none"><li>- Influencing</li><li>- Sales Call Objectives</li><li>- Building Rapport</li><li>- Participant Role Plays</li></ul> HOMEWORK: Planning for an Advance
6	<ul style="list-style-type: none"><li>- Communication Styles</li></ul> HOMEWORK: Flexing Your Style
7	<ul style="list-style-type: none"><li>- Objectives</li><li>- Closing</li></ul> HOMEWORK: Develop Buyer Scenario for Role Play #2, Read Chs. 1,5,6

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(continued)

Week Lecture or Lab Number	Material Covered
8	<ul style="list-style-type: none"><li>- Presentation Skills</li><li>- Negotiation Skills</li><li>- Personality Traits for Sales Success</li><li>- Participant Role Plays</li></ul> HOMEWORK: Workbook, P. 10, Read Chs. 7,8,9, Prepare for Quiz #1 - Tactical Selling Skills, P. 1-71
9	<ul style="list-style-type: none"><li>- Attitude Maintenance</li><li>- Goal Setting</li><li>- Time Management</li><li>- Quiz #1 - Tactical Selling Skills</li><li>- Participant Role Plays</li></ul> HOMEWORK: Read Chs. 10,11,12, Goal Setting Exercise Workbook, P. 49 #1-4, Rudy - view and prepare to discuss
10	<ul style="list-style-type: none"><li>- Stress Management</li><li>- Business Knowledge</li><li>- Professional Development</li><li>- Participant Role Plays</li></ul> HOMEWORK: Read Chs. 13,14, Career Development Plan, Prepare for Quiz #2 - Self Management Skills, P. 72-133
11	<ul style="list-style-type: none"><li>- Territory Planning</li><li>- Account Planning and Management</li><li>- Quiz #2 - Self Management Skills</li><li>- Participant Role Plays</li></ul> HOMEWORK: Read Chs. 3,15,16,17
12	<ul style="list-style-type: none"><li>- Prospecting</li><li>- Business Creation</li><li>- Administration and Reporting</li><li>- Marketing and Promotion</li><li>- Participant Role Plays</li></ul> HOMEWORK: Prepare for Quiz #3 - Strategic Selling Skills

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(continued)

Week Lecture or Lab Number	Material Covered
13	<ul style="list-style-type: none"><li>- The Changing Game of Selling: 2000 and beyond</li><li>- Quiz #3 - Strategic Selling Skills</li><li>- Participant Role Plays</li></ul> HOMEWORK: Prepare for Final exam
14	<ul style="list-style-type: none"><li>- Course Assessments</li><li>- FINAL EXAM</li></ul>