

COURSE OUTLINECOURSE NAME PRO SALES 2 / CPSA SKILLS FOR SALES SUCCESSCOURSE NUMBER MKTG 2319 DATE SEPTEMBER 1998Prepared by Shaun Fitzpatrick *990-9022* Taught to Part Time StudiesSchool Business Date Prepared September 1998Term ALL Hrs/Wk 3 Credits 3No. of Weeks 14 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%

REQUIRED TEXT(S) AND EQUIPMENT

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

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 #	Week Starting	Material Covered
1	Sept. 14	Introductions, Characteristics of Successful Salespersons
2	Sept. 21	Personality Traits for Sales Success, Influencing, prospecting Chapters 1,2,3
3	Sept. 28	Social Styles, Video - Preparing for the Sales Call. Chapter 4 (Assign.)
4	Oct. 5	Building Rapport, Asking Questions Needs Discovery, Sales Presentation
5	Oct. 12	Asking Questions, Making your presentation Chapter 4 (cont'd) (Assign.), Role Plays
6	Oct. 19	Objections, Closing, Presentations. Chapter 4 (cont'd), Role Plays
7	Oct. 26	Presentation Skills, Negotiating Skills Participant Sales Presentations Chapters 5,6, Role Plays
8	Nov. 2	Attitude Maintenance, Chapter 7 QUIZ, Role Plays
9	Nov. 9	Setting Goals Chapter 8, Role Plays
10	Nov. 16	Time Management & Stress Management, Business Knowledge, Professional Devel. Chapters 9,10,11,12, Role Plays
11	Nov. 23	Territory Planning, Chapter 13, QUIZ Role Plays
12	Nov. 30	Account Planning & Management Chapter 14, Role Plays
13	Dec. 7	Business Creation, Administration, Promotion Chapters 15,16,17, QUIZ Role Plays
14	Dec. 14	FINAL EXAM