

Hours/Week:	4	Total Hours:	60	Term/Level:	3
Lecture:	2	Total Weeks:	15	Credits:	3
Lab:	2				
Other:					

Prerequisites:**MKTG 3334 is a Prerequisite for:**

successful completion of MKTG 2243
or equivalent

Course No.**Course Name**

MKTG 4402

Relationship Selling

Course Goals

To further develop and enhance the student's competence and confidence in relevant selling and sales negotiation situations.

Course Description

A course in which lectures, role playing, case studies, simulations and discussions are used to introduce the student to negotiation within a sales context, and to develop the student's ability to used advanced selling techniques.

Evaluation

Assignment 1 (Analyze A Negotiation)	15%
Assignment 2 (Sales Negotiation Presentation)	30%
Mid-Term	20%
Final Exam	25%
Participation	10%
TOTAL	100%

Course Outcomes and Sub-Outcomes

Upon successful completion of this course, the student will be able to:

1. Discuss concerns and challenges of being a negotiator within a sales context.
 2. Plan and prepare to negotiate.
 3. Conduct and critique an effective negotiation within a sales context.
 4. Deliver and critique a simulated telephone sales negotiation presentation.
 5. Use effective interpersonal communication skills within a sales negotiation context.
 6. Evaluate their own performance as a sales negotiator.
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Course Record

Developed by: Randy Singer

Date: AUG /95

Revised by:

R. SINGER

Date:

AUG /96

Approved by:

Start Date:

Effective DateSeptember, 1996

Instructor

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Text(s) and Equipment

Required: Fisher, R. and Ury, W. (1991). Getting To YES (2nd ed.). New York, NY: Penguin
Fisher, R. and Ertel, D. (1995). Getting Ready To Negotiate. New York, NY: Penguin
Any additional readings assigned by the instructor during the course.
One blank VHS video cassette tape (minimum length: 30 minutes).
One steno pad (or notebook).

References: 1. Lewicki, R.J., Litterer, J.A., Minton, J.W., Saunders, D.M. (1994). Negotiation (2nd ed.). Burr Ridge, IL: Irwin NOTE: One copy of this text is on reserve at the library.
2. Futrell, C. (1994). ABC's of selling (4th Edn). Burr Ridge, IL: Irwin

Course Notes (Policies and Procedures)

1. To ensure exam integrity, the Mid-Term and Final Exam must be written on scheduled dates at scheduled times.
 2. The student must achieve a pass (50%) on the combined marks of the Mid-Term and Final exams, plus a pass (50%) on Assignment 2 (Sales Negotiation Presentation), in order to successfully complete this course.
 3. The student must complete every assignment in order to successfully complete this course.
 3. Marks will be deducted from items submitted late as follows: i) ten percent (10%) of assignment value when submitted during the first 24-hour period after deadline, plus ii) an additional ten percent (10%) during each additional 24-hour period after deadline.
NOTE: Late submissions must be delivered in person to the instructor.
 4. Students must be prepared to provide the instructor with a second copy of any submissions, for grading purposes, upon request.
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5. Since a high level of written communication skills is important for success in a sales career, spelling, grammar and sentence construction will be considered in assigning marks.
6. Case studies and simulations, guest speakers, role play exercises, videos, discussion and material presented during lectures are not intended to duplicate course readings nor lab content. They are intended rather, to prepare the student for lab activities, and the combination of readings, content from labs, and lectures is designed to assist students to successfully complete assignments, and improve performance on both exams.
7. BCIT's attendance policy will be enforced. For this course, excessive absence will consist of missing more than the equivalent of two labs (4 hours) for reasons within the student's control. Upon notification of excessive absence and failure to provide adequate explanation, the student will be disqualified from writing the final exam.
8. BCIT's policy regarding cheating, plagiarism and dishonesty will be strictly followed.

9. The participation grade shall be based upon the degree to which the student:
- arrives for class on time
 - asks questions which are relevant and pre-thought
 - volunteers and contributes valuable ideas during class discussion
 - demonstrates professionalism and willingness to participate in role plays and exercises
 - demonstrates ability to focus attention on the task at hand
 - enhances the learning environment for fellow students.

Assignment Details

Assignment 1. Analyze A Negotiation

Due Date: October 15, 1996 (start of lecture)

Value: 15 marks

Objective:

To write and submit a report in which you analyze and evaluate—following the guidelines below—a negotiation which you personally conducted.

Guidelines:

- The negotiation must:
 - have been conducted verbally between you and one or more individuals, for something of personal value to you,
 - have ended without reaching an agreement that was satisfactory to both sides.
- The report must:
 - be no longer than 750 words, typed or computer printed,
 - contain a description of the situation you were in, giving just enough details to put me 'in the picture',
 - provide the following, in point form, based upon your reflection on the negotiation:
 - Identify the people and the problem(s)
 - Identify the interests and positions of all of the parties (both sides)
 - Outline options that might have made an agreement possible
 - Describe various objective criteria that could have been used to evaluate fairness
 - answer the following question, and include supporting arguments for your opinion.
To what extent would using Fisher and Ury's four points of principled negotiation have contributed to reaching an agreement that was satisfactory to both sides?

NOTE:

The lectures are designed to assist students in completing this assignment. Students will gain the most benefit by completing—immediately after lecture—that area of the assignment specifically related to the material explained and discussed during the lecture. This approach is intended to simplify completion of the assignment, and to assist the student in assessing—as the course progresses—her/his understanding of the material and readiness for the mid-term exam.

Assignment 2. Sales Negotiation Presentation Value: 30 marks

Due Date: Labs in weeks 11, 12, 13 and 14

Objectives:

- (20) a) To prepare and deliver a 10-12 minute sales presentation, to an unknown buyer, in a simulated 'professional' sales scenario in which negotiation skills are demonstrated,
- (10) b) To play the role of a buyer for a fellow student,

Guidelines:

- a) Choose an appropriate product or service, and scenario, and obtain the instructor's approval. If possible, bring the product to class for your presentation. Support material such as catalogues, samples, brochures, etc., should be used in the presentation (where appropriate).
- b) The Instructor will choose a class member to role play your buyer. You may face either of two reactions:
 - i) The buyer will not agree to buy, no matter what, or,
 - ii) The buyer will agree to buy at the last moment, following satisfactory negotiations. In either case, the prospect will have several objections and points for negotiation, which you must uncover, handle and negotiate.
- c) Your buyer has agreed to a 12 minute appointment, because she/he must leave promptly at that time for an important appointment.
- d) A time signal will be given at 8 minutes, and presentations will end at 12 minutes.
- e) Be prepared to play the role of a buyer for a fellow student during their presentation, as prescribed by the instructor, including raising several objections and negotiating issues. A portion of your course grade will be based on your performance in the buyer role.
- f) You will receive a failing grade for your presentation if you read it.
- g) Marks will be deducted if your appearance (clothing, grooming, etc.) is not appropriate and business-like for your product/service, and selling scenario.
- h) The date of your presentation will be determined by lottery.
- i) All students will be required to complete evaluation forms for presentations done by fellow students.

Wk No./ Wk. Of	Outcome/ Material Covered	Reference Reading	Assign- ment	Due Date
1 Sep 3-6	LEC: Course introduction/overview and the role of negotiation in sales LAB: Cancelled			
2 Sep 9-13	LEC: Distributive bargaining Integrative/Principled negotiating LAB: Introduction to sales negotiation	GTY:1		
3 Sep 16-20	LEC: Separating the people from the problem Communication tools for negotiators LAB: Win-win vs. win-lose negotiating	GTY:2		
4 Sep 23-27	LEC: Focusing on interests Wheeling and dealing (T. A.) LAB: Listening and talking like a negotiator Dealing with the relationship	GTY:3 GRTN:7 GRTN:8		
5 Sep 30-Oct 4	LEC: Inventing options LAB: What the other side really wants	GTY:4 GRTN:3		
6 Oct 7-11	LEC: Using objective criteria Negotiating real estate (M. H.) LAB: Finding ways to maximize joint gains	GTY:5 GRTN:4		
7 Oct 14-18	LEC: Knowing when to walk away Review and Mid-Term preparation LAB: Ensuring agreements are fair	GTY:6 GRTN:6	1	Oct 15 (start of lecture)
8 Oct 21-25	LEC: Mid-Term Exam Dealing with a difficult negotiator LAB: Developing BATNA's	GTY:7, 8 GRTN:5		
9 Oct 28-Nov 1	LEC: Planning and strategy Looking for commitments LAB: Taming the hard bargainer	GRTN:9		
10 Nov 4-8	LEC: Negotiating ethically Cross-cultural selling and negotiating LAB: Buyer school/Coaching	1:13 1:14		
11 Nov 11-15	LEC: When negotiations breakdown Negotiating the big sale (T. M.) LAB: Sales/negotiation presentations	1:6	2	In LAB per pres. schedule
12 Nov 18-22	LEC: Techniques of the call centre agent Increasing sales performance with ratios LAB: Sales/negotiation presentations	2:15	2	In LAB per pres. schedule
13 Nov 25-29	LEC: Telephone presentations/critiques You as the product (R. K.) LAB: Sales/negotiation presentations		2	In LAB per pres. schedule

Wk No./ Wk. Of	Outcome/ Material Covered	Reference Reading	Assign- ment	Due Date
14 Dec 2-6	LEC: Street-wise advanced sales techniques Review and Final Exam preparation LAB: Sales/negotiation presentations		2	In LAB per pres. schedule
15 Dec 9-13	Final Exam (date per published exam schedule)			