

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

Course Name: ADVANCED SALES AND NEGOTIATING TECHNIQUES

Course Number: MKTG 3334

Date: September, 1995

Prepared by: Randy Singer

Taught to: Second year

School: Business

School: Business

Program: Marketing

Program: Technical Sales & Mktg

Date prepared: August 1995

Option: Sales

Term: Three

Hrs/Wk: Four

Credits: Three

No. of Weeks: Fifteen

Total Hours: 60

Instructor: R. Singer

Office: SE6 312

Local: 451-6767

Office Hours: As posted

E-mail: FSNGR623@BCIT.BC.CA

Course Description

This course will help students with a basic level of selling skills to develop and enhance their confidence and competence in relevant selling and sales negotiation situations. It builds upon knowledge and skills gained in MKTG 2243, Sales Skills.

Role playing is used extensively to improve the student's performance.

Evaluation

Assignment 1	20 marks
Assignment 2	25 marks
Mid-term Exam	20 marks
Final Exam	30 marks
In-class Participation	5 marks

NOTE: The student must achieve a pass (50%) on the combined marks of the Mid-Term and Final exams, in order to receive credit for Assignments 1 and 2.

MKTG 3334 Course Outline (Continued)

Course Objectives

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

1. Demonstrate the use of the sales process.
 2. Use effective interpersonal communication.
 3. Describe the role and elements of negotiations in a sales context.
 4. Demonstrate negotiation skills.
 5. Deliver a persuasive sales presentation in a classroom setting.
 6. Describe challenges and variations faced in cross-cultural selling.
-

Attendance

The attendance policy as outlined in the BCIT Calendar will be enforced. Excessive absence will consist of missing more than two labs 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.

Required Text(s) and Equipment

Lewicki, R.J., Litterer, J.A., Minton, J.W., Saunders, D.M. (1994). Negotiation (2nd ed.). Burr Ridge, IL: Irwin

Course Schedule

Week No. Dates	Topic Outline	Ch. Ref.
1	LAB • cancelled	
Sep. 7	LEC • Introduction — Course Outline, Overview • Randy's Rules of Learning Negotiation	
Sep. 8	LEC • The Nature of Negotiation	1

MKTG 3334 Course Outline
(Continued)

Week No. Dates	Topic Outline	Ch. Ref.
2	LAB • Negotiation exercise	
Sep. 14	LEC • Interdependence	2
Sep. 15	LEC • Guest speaker – Negotiation in Selling	
3	LAB • Interdependence exercise	
Sep. 21	LEC • Distributive Bargaining	3
Sep. 22	LEC • Distributive Bargaining	3
4	LAB • Distributive negotiating role plays	
Sep. 28	LEC • Integrative Bargaining	4
Sep. 29	LEC • Integrative Bargaining	4
5	LAB • Integrative negotiating role plays	
Oct. 5	LEC • Planning and Strategy	5
Oct. 6	LEC • Planning and Strategy	5
6	LAB • Planning and strategy exercise	
Oct. 12	LEC • Communication Processes	7
Oct. 13	LEC • Persuasion Process	8
7	LAB • Communication exercises	
Oct. 19	LEC • Review	
Oct. 20	LEC • MID-TERM EXAM	
8	LAB • Ethics exercise	13
Oct. 26	LEC • Guest Speaker: Negotiating a Business Deal	
Oct. 27	LEC • Power in Negotiation	10

MKTG 3334 Course Outline
(Continued)

Week No. Dates	Topic Outline	Ch. Ref.
9	LAB • Power role plays	
Nov. 2	LEC • Negotiation Breakdowns	6
Nov. 3	LEC • Negotiation Breakdowns	6
10	LAB • Assignment 1 debrief	
Nov. 9	LEC • Individual Differences	11
Nov. 10	LEC • Guest speaker: You As The Product	
11	LAB • Assignment 2 presentations	
Nov. 16	LEC • Social Structure	9
Nov. 17	LEC • Guest speaker: Negotiating the Big Deal	
12	LAB • Assignment 2 presentations	
Nov. 23	LEC • Cross-cultural Negotiating	14
Nov. 24	LEC • Cross-cultural Negotiating	14
13	LAB • Assignment 2 presentations	
Nov. 30	LEC • Guest speaker: Negotiating the Big Sale	
Dec. 1	LEC • Advanced Selling Techniques	
14	LAB • Assignment 2 debrief	
Dec. 7	LEC • Negotiating vs. Selling	
Dec. 8	LEC • Review/Exam preparation	
15 Dec. 14	• FINAL EXAM	

MKTG 3334 Course Outline
(Continued)

Assignment Guidelines

Note: Marks will be deducted from items submitted late at the rate of 10% per day. Spelling, grammar and sentence construction will be considered in assigning marks.

Assignment 1. Conduct and Analyze a Negotiation Value: 20 marks

Due Date: Start of week 9 LAB

Objectives:

- a) To plan, prepare and conduct a verbal negotiation for something of personal value to the student,
- b) To write and submit a report which includes details of:
 - i) the actual planning for the negotiation,
 - ii) the execution and results of the negotiation,
 - iii) the post-negotiation interviews and analysis,
 - iv) what the student has learned from this experience (e.g. about:
 - their own response, beliefs and negotiating abilities,
 - others reactions to their negotiation,
 - negotiation in general).

Guidelines:

- a) the negotiation must occur during the course, prior to the due date,
- b) the negotiation must be conducted by the student independently, and not as a member of a negotiating team,
- c) the negotiation must be conducted verbally, not in writing,
- d) the student must NOT, at any time, present him/herself as a representative of BCIT, the School of Business, or the instructor,
- e) the student may choose to negotiate anything of personal value provided the good, service, or subject of the negotiation, and the negotiation itself, are lawful within Canada,
- f) the written report must not exceed 12 pages. The text must be typed or computer printed, minimum 12 point, and double-spaced.

MKTG 3334 Course Outline
(Continued)

Assignment 2. Sales Presentation

Value: 25 marks

Due Date: Labs in weeks 11,12 and 13

Objectives:

- a) To prepare and deliver an 8-10 minute sales presentation in a simulated 'professional' sales scenario, in which negotiation skills are demonstrated,
- b) To play the role of a prospect for a fellow student,

Guidelines:

- a) Choose a 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, flip charts, etc., should be used in the presentation (where appropriate).
- b) The Instructor will choose a class member to role play your prospect. You may face either of two reactions:
 - i) The prospect will not agree to buy, no matter what, or,
 - ii) The prospect 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 prospect has agreed to a ten minute appointment, because she/he must leave promptly at that time for a luncheon appointment.
- d) A time signal will be given at 8 minutes, and presentations will end at 10 minutes.
- e) Be prepared to play the role of a prospect for a fellow student during their presentation, including raising several relevant objections, and negotiating issues. A portion of your course grade will be based on your performance in the prospect 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 sales presentations done by fellow students.