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BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 3332

Key Account Selling

Hours/Week:	3	Total Hours:	36	Term/Level:	200010
Lecture:	3	Total Weeks:	12	Credits:	3

Prerequisites:

MKTG 1219 or 2319 or any sales skills course that covers the traditional vendor approach to selling.

Course Objectives:

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

1. explain the difference between Vendor Selling and Consultative Selling (sometime called Partnership Selling or Key Account Selling.)
2. describe the term Consultative Salesperson and how to become more consultative in your sales practices.
3. explain how to gain deeper account penetration at higher levels of management.
4. demonstrate an understanding of the importance of higher margins and show an understanding of how the "consultative approach" can be used to obtaining these higher margins.
5. qualify customer problems and qualify your solutions to those problems from a consultative sales approach.

Evaluation

Group Presentation of text	20%
Article Submission	15%
Interview Presentation	15%
Class Participation	20%
Final Presentation	<u>30%</u>
TOTAL	100%

1. Each week a class member will have the opportunity to generate class discussion around what they believe to be the key learning points in a pre-assigned segment of the course text ("Stop Selling & Start Partnering", by Larry Wilson)
2. Each student is to submit an article and a brief summary highlighting the key points of relevance to successful key account selling.
3. Each student will present to the class a summary of an interview they have conducted with a key account sales person, or a buyer who deals with same

ATTENDANCE:

Regular attendance is required. Students must attend at least 80% of all classes unless other arrangements are made with the instructor(s). Failure to do so may result in the student being prevented from completing the course.

Course Summary:

Lectures, self help questionnaires, and co-operative learning exercises will be used to gain an understanding of the concepts of Consultative Selling, Key Account Selling and Partnership Selling. Topics to be covered during the course are; how to:

- | | |
|------------------------------|------------------------------------|
| 1) become consultative | 6) sell the customer's return |
| 2) penetrate high levels | 7) set partnerable goals |
| 3) merit higher margins | 8) agree on partnerable strategies |
| 4) qualify customer problems | 9) ensure partnerable rewards |
| 5) qualify your solution | 10) synergistic problem solving |
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Course Record

Developed by: Greg Campeau Date: _____
Instructor Name and Department
(signature)

Revised by: Greg Campeau Date: _____
Instructor Name and Department
(signature)

Approved by: _____ Start
Date: _____
Associate Dean
(signature)



BRITISH COLUMBIA INSTITUTE OF
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 3332
Key Account Selling

Effective Date

January 2000

Instructor(s)

Greg Campeau

Office No.:

Office Hours: ANYTIME

Phone: 944-0642

Required Text(s) and Equipment

"STOP SELLING - START PARTNERING" (paperback), 4th Edition

RECOMMENDED READING

The 7 Habits of Highly Effective People
Principles Centered Leadership
Conceptual Selling
Strategic Selling
Integrity Selling
Non-Manipulative Selling
Changing the Game
Stop Selling Start Partnering
Spin Selling
Sales Effectiveness Training
Value Added Selling Techniques

Stephen Covey
Stephen Covey
Miller & Ieiman
Miller & Ieiman
Ron Willingham
Allesandra & Wexler
Larry Wilson
Larry Wilson
Neil Rackman
Zaiss & Gordon
Tom Reilly

COURSE NOTES (Policies and Procedures)

ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.

This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.

CHEATING, PLAGIARISM AND DISHONESTY: "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)

ASSIGNMENTS; Late assignments or projects will not normally be accepted for marking unless agreed to by the instructor.

CLASS CONDUCT: Students are expected to act professionally during class. Students disrupting classes or disturbing others during class will be asked to leave and their behaviour will be reported to their program head.

COURSE OUTLINE CHANGES: The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

Session	Outcome/Material Covered	Reference/ Reading
1	Introduction / The Evolution of Selling	
2	Time Management	To Page 67
3	Territory Management / Account Penetration	
4	Relationship Management	
5	Relationship Management	To Page 131
6	Personality Type Model	
7	Strategic Selling	
8	Strategic Selling	To Page 208
9	Tactical Selling Competencies – Studying	
10	Presentation Skills	
11	Conflict Resolution	To Page 278
12	Negotiating for Margin	