

JUL 30 1997

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

SEP 18 2003

COURSE OUTLINE

COURSE

KEY ACCOUNT SELLING

COURSE NUMBER MKTG 3332 DATE APRIL 1997

Prepared by School of Business Taught to Part Time Studies

School Business Date Prepared APRIL 97

Term ALL Hrs/Wk 3 Credits 3

No. of Weeks 12 Total Hours 36

PREREQUISITES

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

Course Goal:

To provide useful techniques to enhance the seller/client relationships and to begin to develop a consultative approach to sales.

Course Description:

Covers professional selling skills from the perspective of buyer behaviour, *intra*-personal skills, *inter*personal skills, and the rudiments of consultative selling.

Evaluation:

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|----|------------------------------|-------|
| 1. | <i>Final Exam</i> | 20 % |
| 2. | <i>Midterm</i> | 20 %✓ |
| 2. | <i>Sales Report</i> | 20 %✓ |
| 3. | <i>Participation</i> | 20 %✓ |
| 4. | <i>Chapter Presentations</i> | 20 %✓ |
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Course Outcomes and Sub-Outcomes

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

1. Distinguish between transactional selling and relationship selling. (sometimes called Consultative Selling, Partnership Selling, or Key Account Selling).
 2. Apply the principles of relationship selling in a practical sales situation.
 3. Develop techniques for gaining account penetration at higher levels of management.
 4. Develop the ability to match sales presentations to the prospect's personality profile.
 5. Design a personal plan which will improve the students' listening skills.
 7. Apply customer consultative selling principles to enhance customer relationships.
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Course Record

Developed by: David Chapin, MBA Date: April 1997

Start Date: April 14 1997

Instructor - David Chapin, MBA **Office No.** SE6-312

Office Hrs. As posted on my office door - Please call at any time and leave a message if I'm not in.

Phone Work: 451-6767 / **Fax:** 439-6700 / **Internet:** FCAPD352.BCIT.BC.CA / **Hm:** 434-1418

Text

Required: Merrill, D., & Reid, R. (1981). Personal Styles & Effective Performance. Randor, Pennsylvania: Chilton.

Suggested: Bell, C. (1994). Customers as Partners: Building Relationships That Last. San Francisco: Berrett-Koehler.

Berne, E. (1964). Games People Play. New York: Grove Press.

Bethel, W. (1995). 10 Steps to Connecting With Your Customers. Chicago: Dartnell.

Banes, L. (1981 March-April). Managing the paradox of organizational trust. Harvard Business Review, pp. 44-63.

Bonoma, T. (1982 May-June). Major sales: Who really does the buying? Harvard Business Review, pp. 111-119.

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- Suggested:
- Cross, R., & Smith, J. (1995). Customer Bonding: Pathway to Lasting Customer Loyalty. Lincolnwood, IL: NTC Business Books.
- Griffin, J. (1995). Customer Loyalty: How to Earn it - How to Keep it. New York: Lexington Books.
- Harris, T. (1982). I'm O.K., Your're O.K.. New York: Avon.
- Levitt, T. (1983 Sept-Oct). After the sale is over... . Harvard Business Review, pp. 87-93.
- Mackay, H. (1988). Humanize your selling strategy. Harvard Business Review, pp. 36-46.
- Miller, R., & Heiman, S. (1987). Strategic Selling. New York: Warner.
- Miller, R., & Heiman, S. (1990). Conceptual Selling. New York: Warner.
- Rackham, N. (1988). SPIN Selling. New York: McGraw-Hill.
- Sadovsky M., & Caswell, J. (1996). Selling the Way Your Customer Buys. New York: AMACOM.
- Shapiro, B., & Doyle, S. (1983 November-December). Make the sales task clear. Harvard Business Review, pp. 72-73.
- Sherlock, P. (1991). Rethinking Business to Business Marketing. Don Mills: Collier Macmillan.
- Swan, J., Trawick, I., & Silva, D. (1985). How industrial salespeople gain customer trust. Industrial Marketing Management 14, 203-211.
- Wilson, L. (1994). Stop Selling and Start Partnering: The New Thinking About Finding and Keeping Customers. Essex Junction, VT: Oliver Wright Publications.
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Course Notes (Policies and Procedures)

The following policies and procedures are subject to discussion concerning individual circumstances. If any exceptional circumstances occur (ie business trips, business appointments, important meetings, ...) it is imperative you *discuss these issues with me prior to due dates*.

1. The exams must be written on the scheduled dates and times.
 2. Marks will be deducted for late assignments at the rate of five percent per day. Late submissions must be delivered in person to the instructor.
 3. Since a high level of written communication skill is important in a sales career, spelling grammar and sentence construction will be considered in assigning marks.
 4. Students must be prepared to provide the instructor with a second copy of any submissions (*make a back-up copy*).
 5. The attendance policy in the BCIT Calendar will be enforced. Excessive absence will consist of missing more than 10% of class time for reasons within the students control. Upon notification of excessive absence and failure to provide adequate explanation, the student will be disqualified from writing the final exam.
 6. Students must complete all assignments to receive credit for the course.
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Assignment Details

1. Final Exam Value: 20%

All material covered in lectures and reading assignments will be examinable.

2. Midterm

All material covered prior to the midterm.

3. Sales Report Value: 20%

Due Date: Monday, June 2nd, at the end of class.

Purpose:

This assignment gives the student the opportunity to expand upon their knowledge in the areas of Relationship Selling, Key Account Selling, and/or Consultative Selling.

Learning Objectives(s):

To learn more about some aspects of Key Account Selling that are:

- a) of interest to you, or
- b) an area that you would like to improve upon.

Guidelines:

- a) Select a leading writer or practitioner whose area of expertise is Key Account, Relationship Selling, and/or Consultative Selling. Explain this person's area of expertise and their influence (positive or negative) on that area of Key Account Selling. What were her or his main accomplishments? *Who are some other experts (two) who agree or disagree with this person?*
- b) Please submit a copy of the articles with your sales report.

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- c) You *may chose* another topic related to Relationship/Consultative/Key Account Selling. This topic *must be approved in advance* by the instructor.
 - d) Prepare a report which is type written, double spaced, with a maximum length of 1250 words. (*Please do not put your report in binder or plastic cover sheet - a staple in the upper left hand corner will be appropriate and appreciated*).
 - e) Your report must have a cover page. *Your cover page must be the last page of your report.*
 - f) Reports will be read, ranked, and then graded out of 10.
 - 10 - Publishable Paper
 - 9 - Excellent
 - 8 - Very Good
 - 7 - Good
 - 6 - Fair
 - 5 - Pass
 - 3/4 - Fail
 - 1/2 - Please see me.

3. **Participation:**

Value: 20%

The structure of the Labs is "experienced-based learning". This method of instruction has been chosen because learning about human relations comes from examining our direct interpersonal experiences. "Experience-based learning" requires that all members of the Set demonstrate a sense of professionalism and willingness to participate in role plays and Lab exercises.

The participation grade will be based upon the degree to which the student:

- a) arrives for class on time
- b) asks questions which are relevant and demonstrate thought
- c) volunteers and contributes valuable ideas in class discussions
- d) *demonstrates professionalism and willingness to participate in role plays and lab exercises*
- e) demonstrates ability to focus attention on the task at hand
- d) enhances the learning environment of fellow students.

Participation will ranked and rated on the 10 point scale explained in the Report Section (10 will be given for exceptional participation).

4. Chapter Presentations

Value: 20%

Due Date:

On going throughout the term -- During the lecture hour.

Purpose:

This assignment gives the student the opportunity to work in small groups and to do a presentation to a larger group. This is excellent preparation for doing group sales presentations.

Learning Objective(s):

To have the opportunity to master in depth some of the material in the text book, to improve your interpersonal and intra-personal skills, and to further refine your presentation skills. At the end of your presentation you are to submit a question(s) that may be used on the final exam.

Guidelines:

Each week group members will be required to present a chapter from the text book. You are to use your best presentation skills. The length of your presentation should be approximately 15-30 minutes.

Week # & Week of	Outcome/ Material Covered	Read- ings	Chapter Present- ations & Assign- ments	Due Date
Wk #1 Ap 14	Introduction of instructor, students, course material. Purchase Text Review Transactional Selling Techniques	Merrill & Reid Ch 1		
Wk #2 Ap 21	Distinguish between Transactional Selling and Key Account Selling Social Styles	Merrill & Reid Ch 2	Merrill & Reid Ch 1	
Wk #3 Ap 28	Johari Grid - A model involving feedback in the context of building relationships	Merrill & Reid Ch 3	Merrill & Reid Ch 2	
Wk #4 May 5	Organizational Transactional Analysis - Interpersonal Communication	Merrill & Reid Ch 4	Merrill & Reid Ch 3	
Wk #5 May 12	NPL - Building and <i>maintaining</i> rapport in the sales process. Humour - Using humour as a persuasive communication tool	Merrill & Reid Ch 5	Merrill & Reid Ch 4	
Wk #6 May 19	MID TERM EXAM			
Wk #7 May 26	Trust - How Industrial Salespeople gain and keep customer trust	Merrill & Reid Ch 6	Merrill & Reid Ch 5	

Wk #8 June 20	Consultative Selling - How to become Consultative <i>Parm/Dobson/Herny</i>	Merrill & Reid Ch 7	Merrill & Reid Ch 6	Sales Rept. Due
Wk #9 June 7	Consultative Selling - How to penetrate your accounts at higher levels	Hand-out #1	Merrill & Reid Ch 7	
Wk #10 June 16	Consultative Selling - How to merit higher margins	Hand-out #2		
Wk #11 June 23	Round table discussion - Major learning from your sales report Prep for Final	Hand-out #3		
Wk #12 June 30	FINAL EXAM			