

COURSE OUTLINE

COURSE NAME MAJOR ACCOUNT SELLING
COURSE NUMBER MKTG 3332 DATE JANUARY 1995
Prepared by C.E. MARKETING DEPT. Taught to PART TIME STUDIES
School Business Program _____
Date Prepared DECEMBER 1994 Option _____
Term ALL Hrs/Wk 6 Credits 3
No. of Weeks 6 Total Hours 36

Instructor David Chapin Office SE6 - 312 HM: 434-1418

Office Hours As posted on my office door or by appointment WK: 451-6767

PREREQUISITES

Sales Skills I or II 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.
 6. explain consultative partnering strategies.
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EVALUATION

1.	Participation	<u>10</u>	%
2.	Journal	<u>20</u>	%
3.	Discussion	<u>15</u>	%
4.	Final Exam	<u>20</u>	%
5.	Journal Articles		
	<u>or</u>		
	One day industrial sales		
	interview	<u>15</u>	%
6.	Final Presentation	<u>20</u>	%

- 1 You will be required to keep a journal on an on going basis throughout the course. Your journal entries will be used to demonstrate your understanding of course material in relationship to "the real world".
 - 2 Each week group members will be required to present on chapter from the text. This presentation will be used to develop your discussion grade.
 - 3-4 Mid-term and final will be short subjective questions. There will be two hours for each exam.
 - 5 Find three journal articles, related to professional sales, and write short synopsis and/or critique of each article.
- or
- 6 You are to contact a Company which uses industrial sales representatives to sell their products. You are to set up an interview with an industrial sales rep and discuss with them some of the concepts "around" Key Account Selling.
- Write a short report that integrates your understanding of Key Account Selling to the sale process and to the actual activities of the professional sales rep.
- 7 The last day of class you will be required to present the information you gained from either items #5 or #6.

REQUIRED TEXT(S) AND EQUIPMENT

Hanan, M. (1990) Consultative Selling. (4th ed.) New York: AMACOM

COURSE SUMMARY

Lectures, films, 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:

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|------------------------------|------------------------------------|
| 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 | |

RECOMMENDED READING

Beveridge, D. (July 1990). Sales concepts that work - four essential steps to success. American Salesman, pp. 26-29

Buskirk, R. & Miles, B. (1980). Beating Men at Their Own Game: A Women's Guide to Successful Selling in Industry. New York: John Wiley & Sons.

Buzzotta, V., Lefton, R.E. & Sheberg, M. (1972). Effective Selling Through Psychology. Wiley Interscience: New York

Cook, R. & Hartman, T. (May 1986) Female college student interest in a sales career. Journal of Personal Selling and Sales Management, p. 6+.

Durgin, J.M. (1990 September). Empathy: your secret sales weapon. American Salesman, pp. 3-5.

Hanan, M. (1990). Consultative Selling. New York: American Management Association

Kelley, B. (1991 January). Selling in a man's world. Sales and Marketing Management, pp. 28-35.

Lewis, D.V. (1989 March). The art of active listing. Training and Development Journal, pp. 21-45

Mercer, D. (1990). High Level Selling. Huston: Gulf Publishing.
Management Review, pp. 44-45.

Stum, D.A. (1991). Advanced Industrial Selling. New York: American Management Association.

Articles from professional journals and periodicals will be distributed throughout the course.

Class Schedule

Week I

Introduction of:

- course
- instructor
- students
- purchase text.

Consider what are the difference between Vendor Selling and Consultative Selling (sometime called Partnership Selling or Key account Selling).

Social Styles.

How to Become Consultative

Reading Reference Ch. I

Week II

- How to Penetrate High Levels
- How to Merit High Margins
- Interpersonal Skills

Reading Reference Ch. II & III

Week III

- How to Qualify Customers
- How to Qualify Your Solution
- Listening Skills
- Midterm

Reading Reference Ch. IV & V

Week IV

- How to Sell Your Customer's Return
- How to Set Partnerable Objections
- Leadership Skills

Reading Reference Ch. VI & VII

Week V

- How to Agree on Partnerable Strategies
- How to Ensure Partnerable Rewards

Reading Reference Ch. VIII & IX

Week VI

- Presentations
- Final Exam

The BCIT policy regarding attendance will be enforced. Excessive absence will be deemed to be missing more than 10% of your class time for reasons within your control. Upon notification of excessive absence and failure to provide adequate explanation, you may be disqualified from writing the final exam.

Late submissions - 5% will be deducted daily, for each day late.