



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Professional Sales and Marketing

**Course Number: 4402**  
**Course Name: Relationship Selling**

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<b>Start Date:</b>	January 4, 2005	<b>End Date:</b>	March 11, 2005
<b>Total Hours:</b>	40	<b>Total Weeks:</b>	10
<b>Hours/Week:</b>	4.0	<b>Lecture:</b>	2.0
		<b>Lab:</b>	2.0
		<b>Term/Level:</b>	4A
		<b>Course Credits:</b>	2.5

**Prerequisites for MKTG 4402 (Relationship Selling)**  
are:

Course No.	Course Name
MKTG 2243	Sales Skills
MKTG 3334	Advanced Sales and Negotiations

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### Course Description

Relationship Selling covers professional selling skills from the perspective of buyer behaviour, intra-personal skill, and interpersonal skills.

### Evaluation

1. Final Exam	30%	<ul style="list-style-type: none"><li>• Missing more than 10% of classes without prior arrangement and consent of your instructor may result in a grade of 0% being assigned for your final exam, equating to a failing grade for this course.</li><li>• Failing to participate professionally (e.g. no-show, lateness) in the Tele-Skills workshop will result in a '0' on the assignment.</li></ul>
2. Quiz	20%	
2. Telephone Sales Skills Workshop	20%	
3. Information Interview	20%	
4. Participation	10%	
<b>TOTAL</b>	<b>100%</b>	

### Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

1. Apply the principles of relationship building in a practical sales situation.
2. Analyze your selling style and the buying style of the customer.
3. Adapt your selling style to the buying style of your customer.
4. Improve questioning and listening skills to increase sales.
5. Provide techniques to enhance the seller/client relationships.
6. Differentiate between transactional selling and partnering/consultative selling.
7. Formulate strategies and techniques for gaining account penetration at higher levels.
8. Formulate strategies and techniques for increasing by customer and territory margins.
9. Develop basic skills for using the telephone as a sales tool.

## Verification

I verify that the content of this course outline is current.

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Peter Mitchell  
Authoring Instructor

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Dec. 30/03

I verify that this course outline has been reviewed.

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Dr. David T. Chapin  
Program Head/Chief Instructor

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Date

I verify that this course outline complies with BCIT policy.

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Barry Hogan, M.B.A.  
Associate Dean

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Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

## Instructor

### Pete Mitchell

Phone: Office: 604 451-6767

Fax: 604 439 6700

E mail: pmitchel@bcit.ca

Office Hrs.:

**By appointment at your convenience**

(e-mail is the best way to make an appointment)

## Learning Resources

### Required:

There is not a required text for this course; therefore, it is imperative that you attend lectures.

### Recommended:

Bethel, W. (2001). *10 Steps to Connecting With Your Customers*. Chicago: Dartnell.

Block, P. (2001). *Flawless Consulting: A Guide to Getting Your Expertise Used*. San Francisco: Jossey-Bass/

Carnegie, D. (1982). *How to Win Friends and Influence People*. New York: Simon & Schuster

Chapin, D. (1997) *The impact of listening skills on sales success*. Ann Arbor, Mich.: University Microfilms Inc.

Chapin, D. (1998) *How to play it by ear with your clients*. The SoundingBoard, 86(9), p.18.

Comer, L. & Drollinger, T. (1999-Winter). *Active empathetic listening and selling success: A conceptual framework*. The Journal of Personal Selling & Sales (19), 1. pp. 15-29.

Freese, T. (2001). *Question Based Selling*. Naperville, Illinois: Sourcebook Inc.

Goldman, D. (1998). *Emotional Intelligence*. Toronto: Bantam.

Hansen, K. (2001). *A Foot in the Door*. Toronto: Ten Speed Press.

Hanan, M. (2000). *Consultative Selling*. New York: amacom.

Kratz, D. & Kratz, A. (2002). *Effective Listening Skills*. New York: McGraw Hill.

Maister, D., Green, C. & Galford, R. (2002). *The Trusted Advisor*. Toronto: The Free Press.

Manning, G., Reece, B., & MacKenzie, H. (2002). *Selling Today: Building Quality Relationships*. Toronto: Prentice Hall.

Miller, R., & Heiman, S. (1999). *Conceptual Selling*. New York: Warner.

Misner, I., & Morgan, D. (2001). *Masters of Networking*. Austin: Bard Press.

Rackham, N. (2000). *SPIN Selling*. New York: McGraw-Hill.

Shifflett, Alan. (2001) *Major Account Strategies: Breaking the Six-Figure Barrier in Consultative Selling*. Boca Raton, Florida: St. Lucie Press.

Silberman, M. & Hansburg, F. (2001). *People Smart: Developing Your Interpersonal Intelligence*. San Francisco: Berret-Koehler.

Swan, J., Trawick, I., & Silva, D. (2000). *How industrial salespeople gain customer trust*. Industrial Marketing Management 14, 203-211.

## Information for Students

**Assignments:** Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

**Makeup Tests, Exams or Quizzes:** There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

**Ethics:** BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

**Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent.

**Illness:** A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

**Attempts:** Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

**Course Outline Changes:** the instructor may change the material or schedule specified in this course outline. If changes are required, they will be announced in class.

**All Assignments Must Be Completed:** Students must complete every assignment in order to successfully complete the course.

**Back-up Copies:** Students must be prepared to provide the instructor with a second copy of any submission. (Please keep a back-up copy of your assignments.)

**Industry Standards:** All assignments, presentations, and exams will be judged using industry standards.

## Assignment Details

### 1. Final Exam 30%

All course material (labs, lectures, readings, guest lectures, etc.) will be examinable.

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### 2. Telephone Sales Skills Workshop 20%

At our last three Industry Advisory Committee meetings the Committee members expressed the desire to have BCIT Professional Sales & Marketing graduates better able to use the telephone as a sales tool. Therefore, I have arranged for a one-day training session at BCIT's downtown "Call Centre of Excellence". If you complete and pass your one-day course you'll receive a Certificate of Accomplishment.

#### Telephone Sales Skills Workshop Goals:

In this workshop students will learn and apply the skills necessary to encourage action, sell products and services and recognize influencing opportunities. They will practice the essential skills for sales, including building rapport, overcoming objections, and achieving closure through a step-by-step sales process using the telephone as a sales tool.

- Skills are developed and practiced in a state of the art call centre training lab.

- Students will have an opportunity to use a script and place live outbound calls.

**Telephone Sales Skills Workshop Evaluation:**

Participation and attendance	10 points
Telephone calls evaluation	10 points

**Telephone Sales Skills Workshop Hours:**

9:00 - 16:00

**Telephone Sales Skills Workshop Location:**

BCIT Call Centre of Excellence  
7th floor  
555 Seymour St., Vancouver, BC

**Telephone Sales Skills Workshop Schedule:**

T.B.A

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**3. Informational Interview ( An adjunct to the project for MKTG 4427)**

**20%**

**Informational Interview – Overview:**

Prepare a memo report for this assignment. The memo report is the most common format used for short informal reports. Memos reports have headings, such as:

**To:**

**Date:**

**From: (Set:)**

**Subject: (centred, bolded, highlighted, & underlined)**

Like longer reports, memo reports have internal headings, visual aides and a short introductory paragraph.

Memo reports do not have an Executive Summary, a Table of Contents or an Index.

**Informational Interview – Task:**

***Your Marketing 4427, Consultative Selling Course challenges you to conduct three ‘informational’ interviews. This project requires that you choose ONE of these experiences to develop this project.***

During your “informational interview” with one of your prospects, you will cover such topics as data gathering and penetration level.

In your report for Dr. Chapin you are asked to provide detailed information on these areas plus, a short narrative on the company, contact title, how you would improve the account business etc.

For this project, you will create a separate section that will focus on the relationship building knowledge and applications used by your interviewee.

In general, you will want to determine whether this individual understands the ‘Relationship Building Process’ and how he/she applies it within executing his/her sales or management responsibility.

Some areas to consider in your interview –

- Identify the social style of your prospect (Why did you make this assumption?)
- If needed could you match your social style to that of your interviewee? (How?)
- If this was a sales situation, how would you sell this individual?
- How effective were your questioning and listening skills?
- What resources does the sales individual’s company provide to facilitate ‘Relationship Building’.
- Buyers change frequently in many industries – how does the rep deal with that ‘first call’ on a new buyer?

### **Informational Interview - Appendices:**

- A copy of the written telephone script (used to obtain your appointment) **Hand in Week 3 lab.**
- A copy of the contact letter confirming your discussion. **Hand in week 4 lab.**
- The "open-ended questions" that you developed for your interview with specific reference to relationship building. **Hand in week 5 lab.**
- On the day of the interviews - thank you letter!
- Business card of the person you have chosen to be the focus of the project.
- Final assignment hand in week 9 lab.

### **Informational Interview – Grades:**

Reports will be read, ranked and graded.

- The meaning of grades:

30 -26	Publishable Paper
26 –23	Excellent
23 –20	Very Good
20 –17	Good
17-15	Fair
15	Pass
14-10	Fail
Below 10	Please see me

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## **4. Assignments and quizzes**

**20%**

There will be a spot quiz and assignments throughout the course.

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## **5. Participation**

**10%**

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 for both lectures and labs will be based upon the degree to which the student:

- Arrives on time
- Asks questions which are relevant and thoughtful
- Volunteers and contributes valuable ideas to discussions
- Demonstrates ability to focus attention on the task at hand
- Is able to refocus on the task at hand and to be considerate of other students (for example, being quiet and listening at the appropriate times)
- Demonstrates professionalism and willingness to participate in role-plays and lab exercises
- Enhances the learning environment of fellow students

Using the above criteria participation will be graded at the end of each lab and lecture. Participation will be ranked and rated on a 10-point scale.

## Course Map

**Please note:** This is a tentative schedule. Some topics may be given additional consideration, some may be given less. Should some exceptional learning opportunities be presented during the term we will take full advantage of them. Hence, there is a need for some flexibility; therefore, this schedule is subject to change at the discretion of the instructor. Should changes be required to the content of this course outline, students will be given reasonable notice.

Week of/ Number	Material Covered	Due Date
Jan. 4-8 Wk #1	<b>Lec:</b> Introduction to Relationship Building <b>Lab:</b> <ul style="list-style-type: none"> <li>Review instructor expectations and course outline</li> <li>Interviewing skills</li> </ul> Precursor to course project	
Jan. 11-15 Wk #2	<b>Lec:</b> Self-Leadership <b>Lab:</b> Portfolio account classification assignment	Telephone Sales Skills Workshop - Jan 12 <sup>th</sup> <b>Group 1 attends</b>
Jan. 18-22 Wk #3	<b>Lec:</b> Social Styles <b>Lab:</b> Social Styles Indicator <ul style="list-style-type: none"> <li>Determining your social style</li> </ul>	1. Hand in telephone script. 2. Telephone Sales Skills Workshop - Jan 19 <b>Group 2 attends</b>
Jan. 25-29 Wk #4	<b>Lec/Lab</b> Listening Skills -Resolving your customers problem <b>Lab:</b> Listening - Building Sales Communication	1.Project contact confirmation note 2.Telephone Sales Skills Workshop - Jan 26 <b>Group 3 attends</b>
Feb. 1-5 Wk #5	<b>Lec:</b> Questioning - Determining your customers problems How Industrial Salespeople Gain Customer Trust <b>Lab:</b> Developing Trust: A Leadership Skill	1. Interview questions 2.Telephone Sales Skills Workshop - Feb 2 <b>Group 4 attends.</b>
Feb. 8-12 Week #6	<b>Lec:</b> Transactional Analysis <b>Lab:</b> Organizational T.A: Interpersonal Communication	

Week of/ Number	Material Covered	Due Date
Feb. 15-19 Wk #7	<b>Lec:</b> Johari Window <b>Lab:</b> In lab application	
Feb. 22-26 Wk #8	<b>Lec:</b> Set Selected topic and review <b>Lab:</b> Review	
Mar. 1-5 Wk #9	<b>Guest Speaker</b>	Telephone Sales Skills Workshop – Mar.2 <b>Group 5 attends</b>
Mar. 7-11 Wk #10	<b>Final Exam Week</b>	Telephone Sales Skills Workshop – Mar.30 <b>Group 6 attends</b>