



## COURSE OUTLINE: BCM203 - PROFESSIONAL SELLING

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Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

<b>Course Code: Title</b>	BCM203: PROFESSIONAL SELLING
<b>Program Number: Name</b>	2035: BUSINESS
<b>Department:</b>	BUSINESS/ACCOUNTING PROGRAMS
<b>Academic Year:</b>	2022-2023
<b>Course Description:</b>	This course will explore the world of building relationships in the sales field. Students will examine the steps in the preparation, presentation and the follow-up of a professional sale. This course deals with a hands-on approach to developing the tools to be successful in most selling situations. Emphasis is placed on building a relationship based on rapport and trust. Students learn and practice the fundamentals of the sales process including needs analysis, preparing sales presentations, handling objectives, confirming and closing the sale, and the strategic importance of follow-up and providing exceptional customer service. Throughout the course role playing and case studies will be utilized to allow students to apply sound reasoning skills to solve sales challenges.
<b>Total Credits:</b>	3
<b>Hours/Week:</b>	3
<b>Total Hours:</b>	42
<b>Prerequisites:</b>	There are no pre-requisites for this course.
<b>Corequisites:</b>	There are no co-requisites for this course.
<b>Substitutes:</b>	MKT212, OEL1015
<b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>	<b>2035 - BUSINESS</b>
<b>Please refer to program web page for a complete listing of program outcomes where applicable.</b>	VLO 2 Apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization's business initiatives.
	VLO 3 Use current concepts/systems and technologies to support an organization`s business initiatives.
	VLO 4 Apply basic research skills to support business decision making.
	VLO 9 Describe and apply marketing and sales concepts used to support the operations of an organization.
	VLO 12 Develop strategies for ongoing personal and professional development to enhance work performance in the business field.
<b>Essential Employability Skills (EES) addressed in this course:</b>	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
	EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
	EES 4 Apply a systematic approach to solve problems.
	EES 5 Use a variety of thinking skills to anticipate and solve problems.



- EES 6 Locate, select, organize, and document information using appropriate technology and information systems.
- EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.
- EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
- EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
- EES 10 Manage the use of time and other resources to complete projects.
- EES 11 Take responsibility for ones own actions, decisions, and consequences.

**Course Evaluation:**

Passing Grade: 50%, D

A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

**Other Course Evaluation & Assessment Requirements:**

Students are expected to be present to write all tests in class. If a student is unable to write a test due to illness or a legitimate emergency, that student must contact the professor prior to class and provide reasoning, which is acceptable to the professor. Should the student fail to contact the professor, the student shall receive a grade of zero on the test.

Once the test has commenced, the student is considered absent and will not be given the privilege of writing the test.

Students caught cheating during a test will receive an automatic zero. Please refer to the College Academic Dishonesty Policy for further information.

In order to qualify to write a missed test, the student shall have:

- a) attended at least 80% of the classes.
- b) provided the professor an acceptable explanation for his/her absence.
- c) been granted permission by the professor.

NOTE: The missed test that has met the criteria above will be an end-of-semester test.

Labs and Assignments are due on the due-date indicated by the Professor. Notice by the professor will be written on the assignment or verbally announced in the class and / or both. No late assignments will be accepted beyond the due date. Once labs / assignments have been marked by the professor and returned to the student, no new labs / assignments will be accepted. It is the responsibility of the student who has missed a class to contact the professor immediately to obtain the lab / assignment. Students are responsible for doing their own work. Labs / assignments that are handed in and are deemed identical in content and personal wording to others may constitute academic dishonesty and result in a zero grade.



The total overall average of test scores combined must be 50% or higher in order to qualify to pass this course. In addition, combined tests, Labs / Assignments total grade must be 50% or higher.

E-mail Communication

E-mails should be sent from your Sault College Outlook account. Messages sent from a Hotmail account can be blocked by servers.

NOTE: E-mails will be addressed during regular business hours.

**Books and Required Resources:**

MyLab Marketing with Pearson eText -- Instant Access -- for Selling Today: Partnering to Create Value by Manning, Ahearne, Reece, Mackenzie

Publisher: Pearson Education Canada Edition: 7th Canadian

ISBN: 0135762227

ISBN-13: 9780135762226

**Course Outcomes and Learning Objectives:**

<b>Course Outcome 1</b>	<b>Learning Objectives for Course Outcome 1</b>
Develop a Personal Selling Philosophy	1.1 Define personal selling and describe the three prescriptions of a personal selling philosophy. 1.2 Describe the emergence of relationship selling in the age of information. 1.3 Discuss the rewarding aspects and the different employment settings of a career in selling today. 1.4 Explain how personal selling skills have become one of the master skills needed for success in the information age and how personal selling skills contribute to the work performed by knowledge workers. 1.5 Identify the four major sources of sales training. 1.6 Discuss the evolution of personal and consultative selling models as an extension of the marketing concept. 1.7 Define strategic selling and name the four broad strategic areas in the Strategic/ Consultative Selling Model. 1.8 Describe the evolution of partnering and the nature of strategic account management. 1.9 Explain how value-added selling strategies enhance personal selling.
<b>Course Outcome 2</b>	<b>Learning Objectives for Course Outcome 2</b>
Develop a Relationship Strategy	2.1 Explain the importance of developing a relationship strategy. 2.2 Describe issues that challenge the ethical decision making and influence the ethical conduct of salespeople. 2.3 Describe how ethical decisions influence the building of partnering relationships in selling, and guidelines for developing a personal code of ethics that create value. 2.4 Explain how partnering relationships add value, and how thought processes can enhance your relationship strategy. 2.5 Identify and describe the major nonverbal factors that shape our sales image. 2.6 Describe conversational strategies and establish a self-improvement plan based on personal development



	<p>strategies that help us establish relationships.</p> <p>2.7 Discuss how communication style influences the relationship process in sales and identify the two major dimensions of the communication-style model.</p> <p>2.8 Explain the four communication styles in the communication-style model and learn how to identify your preferred communication style and that of your customer.</p> <p>2.9 Learn to achieve impersonal versatility and build strong selling relationships with style flexing.</p>
<b>Course Outcome 3</b>	<b>Learning Objectives for Course Outcome 3</b>
Develop a Product Strategy	<p>3.1 Explain the importance of developing product solutions that add value.</p> <p>3.2 Discuss how becoming an expert regarding product knowledge, company knowledge, competition and industry trends improves personal selling.</p> <p>3.3 List major sources of product, competitor, and industry information.</p> <p>3.4 Explain how to add value with a feature-benefit strategy.</p> <p>3.5 Describe positioning as a product-selling strategy and discuss product-positioning options.</p> <p>3.6 Explain the 3-D Product Solutions Selling Model.</p> <p>3.7 Explain how to sell your product with a price strategy.</p> <p>3.8 Explain how to sell your product with a value-added strategy.</p>
<b>Course Outcome 4</b>	<b>Learning Objectives for Course Outcome 4</b>
Develop a Customer Strategy	<p>4.1 Discuss the meaning of a customer strategy and the various influences that shape customer buying decisions.</p> <p>4.2 Explain the difference between consumer and business buyers.</p> <p>4.3 Understand the importance of alignment between the selling process and the customer's buying process.</p> <p>4.4 Understand the buying process of transactional, consultative, and strategic alliance buyers.</p> <p>4.5 Discuss the importance of developing a prospect base.</p> <p>4.6 Identify and assess important sources of prospects and accounts and describe criteria for qualifying them.</p> <p>4.7 Explain common methods of collecting and organizing prospect and account information and describe the steps in managing them.</p>
<b>Course Outcome 5</b>	<b>Learning Objectives for Course Outcome 5</b>
Develop a Presentation Strategy	<p>5.1 Describe the three prescriptions that are included in the presentation strategy.</p> <p>5.2 Discuss the two-part pre-approach process and describe team presentation strategies.</p> <p>5.3 Explain how adaptive selling builds on four broad strategic areas of personal selling.</p> <p>5.4 Describe the six main parts of the presentation plan.</p> <p>5.5 Explain how to effectively approach the customer and describe ways to convert the prospect's attention and arouse</p>

interest.

5.6 Outline the benefits of the consultative sales process.

5.7 Describe the four parts of the need-satisfaction model and discuss the use of questions to discover customer needs.

5.8 Describe the importance of active listening and the use of confirmation questions.

5.9 Select solutions that match customer needs.

5.10 List and describe three types of need-satisfaction presentation strategies.

5.11 Present guidelines for creating consultative presentations that add value.

5.12 Describe the elements of a persuasive presentation strategy and describe the elements of an effective group presentation.

5.13 Develop selling tools that add value to your sales demonstrations.

5.14 Describe the principles of formal negotiations as part of the win-win strategy.

5.15 Describe common types of buyer concerns, discuss specific methods of negotiating them, and outline methods for creating value in formal negotiations.

5.16 Describe how to work with buyers who are trained in negotiations.

5.17 Describe the proper attitude to display toward closing the sale and explain what to do when the buyer says yes, or no.

5.18 List and discuss selected guidelines for closing the sale, how to recognize closing clues, and specific methods of closing the sale.

5.19 Explain how to build long-term partnerships with customer service.

5.20 Describe current developments in customer service, and the major customer service methods that strengthen the partnership.

5.21 Explain how to add value with expansion selling and how to deal effectively with complaints.

**Evaluation Process and Grading System:**

Evaluation Type	Evaluation Weight
Assignments	40%
Quizzes/ Discussion / Presentations	30%
Test #1	10%
Test #2	10%
Test #3	10%

**Date:**

May 31, 2022

**Addendum:**

Please refer to the course outline addendum on the Learning Management System for further information.

