

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE, MARIE, ONTARIO

COURSE OUTLINE

Course Title: SALESMANSHIP
Code Mo.: MKT 104-4
Program: FINANCE AND SALES MANAGEMENT
Semester: THREE
Date: SEPTEMBER 1983
Author: J.N. BOUSHEAR

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Revision

APPROVED

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CALENDAR DESCRIPTION

Salesmanship
Course Name

MKT 104-4
Course Number

PHILQSOPHY/GOALS:

To develop the essential traits of a salesman; consumer classification, the art of prospecting, handling objections and closing the sale successfully. Students will be expected to participate in sales demonstrations and case studies.

METHOD OF ASSESSMENT (GRADING METHOD):

Test # 1 " end of week 3 - Chapters 1, 2, 3, 4, 5 & 6	25%
Test # 2 - end of week 7 - Chapters 7, 8, 9 & 10	25%
Test # 3 - end of week 11 - Chapters 11, 12, 13, 14 & 15	25%
Test # 4 - end of week 15 - Chapters 16, 17, 18	25%

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For the majority of students these tests will be sufficient to assign a term mark. Some students may wish to improve their grade and may do so by writing a comprehensive final examination at the end of the semester. Those students who have been absent from tests or do not have a passing grade will be required to write the comprehensive test.

NOTE:

1. The comprehensive test will include the entire semesters work.
2. Students who are absent from a test for any reason will receive a mark of zero and be required to write the comprehensive test-
3. There will be no rewrites of the individual tests.
4. Tests will normally be held in the regular classes at the conclusion of the chapters as indicated above.
5. Students who have a passing grade and who elect to try the comprehensive test to improve their grade will receive the higher mark of the two evaluation methods.

A	85% - 100%
B	70% - 84%
C	55% - 69%

TEXTBOOK(S): Creative Selling Today, Second Edition, Stan Kossen Harper and Row, Publishers, New York (1982)

SPECIFIC OBJECTIVES:

The objective of this course is to provide the student with a working knowledge and insight of the professional salesperson. Towards this goal students will study; the role of the sales function in the economy, sales strategy, presentation techniques, effective communication, objection handling and closing the sale. Current topics will be discussed and selling skills will be demonstrated.

Specifically the objectives of this course are to assist the student to:

- A. acquire the knowledge, skill and attitude necessary to become a successful sales representative
- B. obtain a basic foundation of knowledge in the field before he/she enters specific on-the-job training programs.
- C. participate in individual and group exercises designed to illustrate the sales process and to develop self confidence in speech and deportment-

METHOD:

A combination of lecture, discussion, demonstration and case studies will be used with a considerable emphasis on student presentation. Careful attention should be paid to attendance as supplementary material will be presented from other sources and demonstrations of techniques will be made in class. This material will not be repeated due to the quantity of time and the volume of material to cover.

TIME FRAME FOR COURSE MATERIAL

Subject to change, the following is the proposed weekly schedule of subjects which will be included in the instructions. They are not necessarily the only subjects taught but rather the major areas to be covered and are presented to indicate the overall, general direction of the course-

WEEK 1: Introduction and Orientation

- an overview of the personal selling course
- the importance of personal selling in the marketing mix
- who benefits from personal selling
- the image of sales occupations
- the characteristics of selling careers
- social sensitivity

WEEK 2: Understanding Markets and Buyer Motives

- market segmentation and channels of distribution
- determining needs
- the nature of consumer behavior
- the role of perception and attitudes
- needs VS motives

WEEK 3: Communication and Preparation for Selling

- know the facts about the customer, the company that you work for, the product you sell and the competition
- the role of communication in sales careers (verbal and nonverbal)
- effective listening

TEST #1 (Chapters 1 to 6 inclusive)

WEEK 4: Prospecting

- the chain of the sale
- the nature and importance of prospecting
- prospecting methods and sources of prospects
- qualifying prospects
- organization

WEEK 5: The Approach

- appointments VS anxiety
- gaining attention and interest
- the use of strokes
- demonstration and practice sessions

WEEK 6: Preparing and Presenting the Sales Message

- what constitutes an effective presentation
- A. I. D. A. FUN-FA3 OPTIC
- the various types of presentation
- problem solving

WEEK 7: Dramatizing and Showmanship

- gaining attention and keeping interest
- sales aids
- effective dramatization techniques

TEST #2 (Chapters 7-10 inclusive)

WEEK 8: Objections

- What Is the real reason for not buying?
- " there are only a few objections
- " how to deal with objections (procedure)
- " how to deal with objections (specific techniques)

WEEK 9: The Close

- exposing closing difficulties
- buying signals
- closing techniques

WEEK 10: Follow up and Ethics

- the importance and activities of follow up
- are customer relations deteriorating
- legal VS ethcial issues
- responsibilities to the customer, to your company, to other employees, to society, to yourself and to your family

WEEK 11: The Telephone

- the advantages of telephone selling
- when to use the telephone
- shortcomings of the telephone
- how to make effective use of the telephone

TEST #3 (Chapters 9-12 inclusive)

WEEK 12: Sales Promotion Activities

- what is sales promotion
- the various types of promotion aimed at:
 - sales people
 - merchant intermediaries
 - consumers
- direct mail and advertising

WEEK 13: Planning and Organizing Activities

- establishing realistic goals and objectives
- managing accounts and territories
- time management (to do lists)
- post call analysis
- record keeping

WEEK 14: Sales Management

- sales management functions:
 - recruiting and selecting personnel
 - training and development
 - motivating the salesforce
- other management functions

WEEK 15: Buffer and Review

- this week is left as a buffer in order to cope with unanticipated interruptions and for a year end review

TEST #4 (Chapters 12 - 14 inclusive)