SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title SALESMANSHIP

Code No.: MKT 104-4

Program: FINANCE AND SALES MANAGEMENT/ADVERTISING MANAGEMENT

Semester: THREE

Date: SEPTEMBER 1984

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New: Revision

APPROVED

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Date

CALENDAR DESCRIPTION

SALESMANSHIP Course Name MKT 104 Course Number

PHILOSOPHY/GOALS:

Further study of the basic marketing principles with specific emphasis on salesmanship.

METHOD OF ASSESSMENT (GRADING METHOD):

Students will be evaluated on the following basis:

Three tests 80% Skills Development Assessment 20%

Dates of the tests will be announced approximately one week in advance.

Students must write all three tests. Students who miss any test will receive a zero for that particular test. The exception being a student not able to write because of illness or other legitimate reason such a jury duty, family bereavement, etc. In such cases the student must contact the instructor in advance of the test and provide an explanation which is acceptable to the Instructor. (Medical certificates or other appropriate proof may be required.)

In all other cases, the student will receive a mark of zero for that test and must repeat the course. There will be no rewrites of individual tests.

FINAL GRADE:

The final grade will be based on the following scale:

A - 85 or more B - 70 - 84% C - 55 - 69% R - 54% or less

TESTBQOK(S):

"Creative Selling Today", 2nd edition, Stan Kosser, Harper & Row Publishers, New York (1982),

SPECIFIC OBJECTIVES:

Written Examination - Successful performance on the written examination is based on: (a) the ability to acquire the knowledge, skill and attitude necessary for a career in sales; and, (b) the ability to organize and communicate effectively and persuasively.

Skill Development Assessment - You will be evaluated on such factors as: (a) the degree of your Involvement; (b) the extent of your personal commitment; (c) the motivation to learn as well as to unlearn; (d) the quality of contributions made; and (e) the ability to handle conflict and different opinions.

The skill development approach requires that students put forth a quality effort while they are present in the classroom. Students will be required to read the chapter material and organize notes prior to class. Students who are absent from class without a justifiable reason can expect their lack of involvement to be reflected in their grade. If it is possible, the instructor expects to be informed in advance of anticipated absence.

METHOD:

To the maximum extent possible, classroom time will be spent in discussion, dialogue and demonstration. The success of this approach requires that each student has read and reflected upon the assigned material prior to class and comes to the classroom prepared to participate fully. This is essential in order to make class sessions meaningful and to enhance the student's perspective and development.

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

Read Chapters 1 & 2 Supplemental Readings - 2

- 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

Understanding Markets and Buyer Motives Read Chapters 3 & 4 MEEK 2: - market segmentation and channels of distribution - determining needs - the nature of consumer behaviour - the role of perception and attitudes - needs vs, motives Communication and Preparation for Selling Read Chapters 5 & 6 M⊞K 3: - 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 non-verbal) - effective listening MEEK 4: Prospecting Read Chapter 7 - the chain of the sale - the nature and importance of prospecting - prospecting methods and sources of prospects - qualifying prospects organization WEEK 5: The Approach Read Chapter 8 - appointments vs. anxiety - gaining attention and interest - the use of strokes - demonstration and practice sessions WEEK 6: Preparing and Presenting the Sales Message Read Chapter 9 - what constitutes an effective presentation - A. I, D. A. FUN-FAB OPTIC - the various types of presentation - problem solving WEEK 7: Dramatizing and Showmanship Read Chapter 10 - gaining attention and keeping interest - sales aids - effective dramatization techniques

WEEK 8:	Objections	Read Chapter 11
	 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 to the control of the control	
WEEK 9:	The Close	Read Chapter 12
	exposing closing difficultiesbuying signalsclosing techniques	
<u>WEEK 10</u> :	Follow up and Ethics	Read Chapters 13 & 14
	 the importance and activities of follows are customer relations deteriorating legal vs. ethical issues responsibilities to the customer, to yourself and 	our company, to other
WEEK 11:	The Telephone	Read Chapter 15
	 the advantages of telephone selling when to use the telephone shortcomings of the telephone how to make effective use of the telephone 	none
WEEK 12:	Sales Promotion Activities	Read Chapter 16
	 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	Read Chapter 17
	 establishing realistic goals and object managing accounts and territories time management (to do list) post call analysis record keeping 	ives

WEEK 14: Sales Management

Read Chapter 18

- 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.