

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

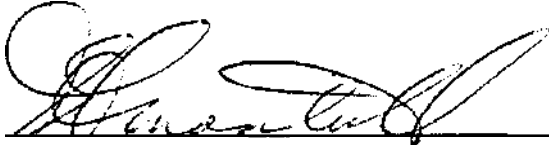
COURSE OUTLINE

Course Title SALESMANSHIP
Code No.: MKT 104-4
Program: FINANCE AND SALES MANAGEMENT/ADVERTISING MANAGEMENT
Semester: THREE
Date: SEPTEMBER 1984
Author: J. N. BOUSHEAR

New:

Revision

APPROVED


^^airperson

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

TESTBOOK(S):

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

MEEK 2: Understanding Markets and Buyer Motives Read Chapters 3 & 4

- market segmentation and channels of distribution
- determining needs
- the nature of consumer behaviour
- the role of perception and attitudes
- needs vs, motives

MEEK 3: Communication and Preparation for Selling Read Chapters 5 & 6

- 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 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.