

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE. ONTARIO

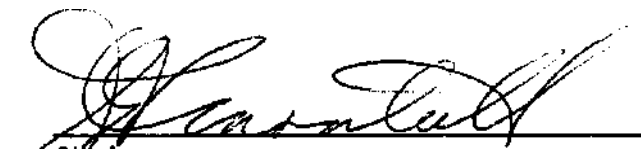
COURSE OUTLINE

Course Title PRINCIPLES OF SELLING
Code No. : MKT 212
Program: FINANCE & SALES MANAGEMENT, ADVERTISING MANAGEMENT
Semester: THREE
Date: SEPTEMBER 1985
Author: J.N. BOUSHEAR

New;

Revision

APPROVED:


Chairperson

Date

CALENDAR DESCRIPTION

PRINCIPLES OF SELLING
Course Name

MKT 212
Course Number

PHILOSOPHY/GOALS:

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

METHOD OF ASSESSMENT (GRADING METHOD):

2 written examinations	60%
Skill development assessment	40%
	100%

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

There will be no rewrites of individual examinations.

TEXTBOOK(S):

Creative Selling Today, 2nd Edition, Stan Kossen, 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 (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 because of the interactive nature of this course. If it is possible, the instructor expects to be informed in advance of anticipated absence. Homework and assignments will be randomly checked and the evaluation of that material will be reflected in the skill development assessment. It is recommended that notes and assignments be completed on loose leaf paper to accommodate the occasional submission for review.

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 subjectes 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

WEEK 2: Understanding Markets and Buyer Motives (Read Chapters 3 & 4)

- 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 (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 nonverbal)
- effective listening

WEEK 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 techniques)

WEEK 9: The Closing (Read Chapter 12)

- exposing closing difficulties
- buying signals
- closing techniques

WEEK 10: Follow up and Ethics (Read Chapters 12 & 14)

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

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

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 objectives
- managing accounts and territories
- time management (to do list)
- post call analysis
- record keeping

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