

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

COURSE OUTLINE

COURSE TITLE: SALES TECHNIQUES
CODE NO.: BUS208 SEMESTER: THREE
PROGRAM: HOTEL AND RESTAURANT MANAGEMENT
AUTHOR: STAN PRATT
DATE: SEPTEMBER, 1994
PREVIOUS OUTLINE DATED:

New: X Revision: _____

APPROVED: *Ray M. Lewis*
DEAN, SCHOOL OF BUSINESS &
HOSPITALITY

95/01/12
DATE

SALES TECHNIQUES

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TOTAL CREDITS: FOUR

PREREQUISITE(S): None

I. **PHILOSOPHY/GOALS:**

This course will provide the participant with an overview of hospitality industry sales techniques. Particular emphasis will be placed on historical, psychological, demographic, cultural, and attitudinal factors. The course will prepare the participant for a variety of sales roles in the industry.

II. **STUDENT PERFORMANCE OBJECTIVES (OUTCOMES):**

Upon successful completion of this course the student will be able to:

- 1) Summarize major trends affecting the hospitality industry.
- 2) Distinguish marketing from selling, and discuss in general terms the benefits of a marketing plan.
- 3) Summarize the typical positions in a sales office.
- 4) Identify the importance of personal selling in the industry and describe personal selling techniques.
- 5) Describe how to target and qualify clients, including identifying questions used to confirm needs. Describe "sales leads" and how they're identified and used.
- 6) Explain consultative selling and distinguish it from other methods.
- 7) Describe several types of personal and telephone sales calls, including questioning techniques, buying signals, overcoming objections and "closing".
- 8) Discuss "internal" marketing and sales.
- 9) Identify catering department responsibilities and personnel.
- 10) Describe and explain common advertising strategies and methods.

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II. STUDENT PERFORMANCE OBJECTIVES (cont'd):

- 11) List and explain factors involved in creating and distributing brochures.
- 12) Cite factors in selecting newspapers and magazines for advertising and describe the creative process.
- 13) Explain direct-mail campaign strategies and techniques.
- 14) Describe methods of utilizing the electronic media (Radio, broadcast TV, cable, and "cyberspace").
- 15) Discuss formation and implementation of a public relations plan.
- 16) Discuss specialty sales--meetings and conventions; seniors; business, corporate, and government clients; baby-boomers and other individual leisure travellers; travel agents; disabled; ethnic and cultural; sports teams, etc.

NOTE: In addition (or supplemental) to the foregoing, the student manual contains with each chapter a number of specific performance objectives which should be reviewed.

III. EVALUATION METHODS:

Students will be evaluated on the basis of the following:

4 Progress Tests @ 15% each:	60 %
Final Exam:	30 %
Quizzes, Assignments and Participation:	10 %
Total:	100 %

IMPORTANT NOTES: To receive an additional (OPTIONAL) certification from the Educational Institute of the American Hotel & Motel Association students must:

- (a) achieve an overall score of 69% or more in all course work for a basic certification.

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III. EVALUATION METHODS CON'T.

- (b) Students who obtain a score of 90% or more will receive a course certificate designated "With Honours". The grade upon which the E.I.A.H.M.A. Certificate is based is solely on the score on the final exam developed by the Institute, but administered in this class (same exam for all students).

The dates of progress tests will be announced at least one week in advance. If a student is unable to write a test because of illness or legitimate emergency, that student must contact the professor BEFORE the test and provide an acceptable (to the professor) explanation. If the student fails to contact the professor in advance, a zero grade will be given. There are no rewrites or supplemental tests provided.

The grading both of individual tests and the overall grade will be based on the following scale:

A+	90% - 100%
A	80% - 89%
B	70% - 79%
C	60% - 69%
R	less than 60%

In order to successfully complete the course, the student must:

- 1) write all four progress tests and the Final Exam.
- 2) successfully complete (pass) three of the four progress tests.
- 3) achieve a minimum of 50% on the Final Exam.
- 4) attain an overall average of 60% on all semester work.

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IV. REQUIRED STUDENT RESOURCES:

Text: Hospitality Sales and Advertising, 2nd ed., James R. Abbey, CHA, Educational Institute of A.H.M.A., 1991.
-- package with Student Manual and Answer Sheet.

V. ADDITIONAL RESOURCES:

A wide variety of texts and periodicals on sales, advertising and marketing, etc., are available in the Sault College library. Supplemental resource material on selected areas will be handed out in class by the instructor.

VI. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the instructor.

VII. SPECIAL NOTES:

Students with special needs (eg. physical limitations, visual impairments, hearing impairments, learning disabilities) are encouraged to discuss required accommodations confidentially with the instructor.

Your instructor reserves the right to modify the course as he/she deems necessary to meet the needs of the students and the program.

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IV. SPECIAL NOTES CON'T.

FURTHER NOTE: A tentative schedule by week, topic and textbook reference is on the following page. It is subject to substantial modification by the instructor with minimum of one-week notice.

WEEKLY SCHEDULE (tentative)

<u>WEEK</u>	<u>Topics:</u>	<u>Required Reading:</u>
1	Introduction to Hospitality Sales and Marketing The Marketing Plan: The Cornerstone of Sales	Chapter 1 Chapter 2
2	The Sales Office	Chapter 3
3	Personal Sales	Chapter 4
4	PROGRESS TEST # 1 Telephone Sales Internal Marketing and Sales	Chapter 5 Chapter 6
5	Restaurant and Lounge Sales	Chapter 7
6	Banquet and Meeting Room Sales	Chapter 8
7	PROGRESS TEST # 2 A Guide to Effective Advertising	Chapter 9
8	Outdoor Advertising, Displays and Collateral Materials	Chapter 10
9	Print Advertising	Chapter 11
10	Direct Mail Advertising (including E-mail) Broadcast Advertising (incl. "cyberspace")	Chapter 12 Chapter 13
11	PROGRESS TEST # 3 Public Relations and Publicity	Chapter 14
12	Business and Government Travellers Leisure Travellers	Chapter 15 Chapter 16
13	Marketing and Selling to Travel Agents	Chapter 17

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WEEKLY SCHEDULE CONT'D.

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| 14 | Marketing and Selling to Meeting Planners | Chapter 18 |
| 15 | Marketing and Selling to Special Segments
PROGRESS TEST # 4 | Chapter 19 |
| 16 | Review for Final Examination
FINAL EXAMINATION !!! | |

FINAL NOTE: Your instructor welcomes suggestions for improving both the content and conduct of this course...please make them!!!