



## COURSE OUTLINE: BCM203 - PROFESSIONAL SELLING

Prepared: NCCP

Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

<b>Course Code: Title</b>	BCM203: PROFESSIONAL SELLING
<b>Program Number: Name</b>	2035: BUSINESS
<b>Department:</b>	BUSINESS/ACCOUNTING PROGRAMS
<b>Semesters/Terms:</b>	18F, 19F, 20F
<b>Course Description:</b>	This course will explore the world of building relationships in the sales field. Students will examine the steps in the preparation, presentation and the follow-up of a professional sale. This course deals with a hands-on approach to developing the tools to be successful in most selling situations. Emphasis is placed on building a relationship based on rapport and trust. Students learn and practice the fundamentals of the sales process including needs analysis, preparing sales presentations, handling objectives, confirming and closing the sale, and the strategic importance of follow-up and providing exceptional customer service. Throughout the course role playing and case studies will be utilized to allow students to apply sound reasoning skills to solve sales challenges.
<b>Total Credits:</b>	3
<b>Hours/Week:</b>	3
<b>Total Hours:</b>	45
<b>Prerequisites:</b>	There are no pre-requisites for this course.
<b>Corequisites:</b>	There are no co-requisites for this course.
<b>Substitutes:</b>	MKT212, OEL1015
<b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>	<b>2035 - BUSINESS</b> VLO 9 Describe and apply marketing and sales concepts used to support the operations of an organization. VLO 12 Develop strategies for ongoing personal and professional development to enhance work performance in the business field.
<b>Essential Employability Skills (EES) addressed in this course:</b>	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication. EES 5 Use a variety of thinking skills to anticipate and solve problems. EES 6 Locate, select, organize, and document information using appropriate technology and information systems. EES 7 Analyze, evaluate, and apply relevant information from a variety of sources. EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others. EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.

Please refer to program web page for a complete listing of program outcomes where applicable.



EES 10 Manage the use of time and other resources to complete projects.  
EES 11 Take responsibility for ones own actions, decisions, and consequences.

**Course Evaluation:**

Passing Grade: 50%, D

**Other Course Evaluation & Assessment Requirements:**

Students are expected to be present to write all tests in class. If a student is unable to write a test due to illness or a legitimate emergency, that student must contact the professor prior to class and provide reasoning, which is acceptable to the professor. Should the student fail to contact the professor, the student shall receive a grade of zero on the test.

Once the test has commenced, the student is considered absent and will not be given the privilege of writing the test.

Students caught cheating during a test will receive an automatic zero. Please refer to the College Academic Dishonesty Policy for further information.

In order to qualify to write a missed test, the student shall have:

- a) attended at least 80% of the classes.
- b) provided the professor an acceptable explanation for his/her absence.
- c) been granted permission by the professor.

NOTE: The missed test that has met the criteria above will be an end-of-semester test.

Labs and Assignments are due on the due-date indicated by the Professor. Notice by the professor will be written on the assignment or verbally announced in the class and / or both. No late assignments will be accepted beyond the due date. Once labs / assignments have been marked by the professor and returned to the student, no new labs / assignments will be accepted. It is the responsibility of the student who has missed a class to contact the professor immediately to obtain the lab / assignment. Students are responsible for doing their own work. Labs / assignments that are handed in and are deemed identical in content and personal wording to others may constitute academic dishonesty and result in a zero grade.

The total overall average of test scores combined must be 50% or higher in order to qualify to pass this course. In addition, combined tests, Labs / Assignments total grade must be 50% or higher.

**Books and Required Resources:**

Selling Today by Manning, Ahearne, Reece, Mackenzie  
Publisher: Pearson Edition: 7th Canadian  
ISBN: 9780133156850

**Course Outcomes and Learning Objectives:**

Course Outcome 1	Learning Objectives for Course Outcome 1
1. Examine the role of a	1.1 Identify the characteristics of the successful sales



	<p>professional salesperson.</p>	<p>professional.  1.2 Examine the activities involved in sales.  1.3 Examine the principles identified in the Canadian Professional Sales Association's Code of Ethics.  1.4 Explain the steps involved in the sales process.  1.5 Examine how buyers' personalities and social style contribute to their buying behaviour.  1.6 Explain the different types of business-to-business buying decisions.</p>
	<p><b>Course Outcome 2</b></p>	<p><b>Learning Objectives for Course Outcome 2</b></p>
	<p>2. Analyze the elements of successful relationship selling.</p>	<p>2.1 Examine the salesperson's communication process.  2.2 Examine barriers to effective communication.  2.3 Practice effective verbal and non-verbal communication techniques.  2.4 Examine effective probing and listening techniques.  2.5 Identify the sources of knowledge required for sales success.  2.6 Develop a process and strategies to identify and qualify sales prospects using a variety of prospecting methods and guidelines.  2.7 Discuss and practice effective methods of moving the sales process to the closing or confirming the sale stage.  2.8 Explain the importance of following up the sale, once it is made, and maintaining a relationship that will result in repeat and referral business in the future.</p>
	<p><b>Course Outcome 3</b></p>	<p><b>Learning Objectives for Course Outcome 3</b></p>
	<p>3. Examine the steps in the selling process.</p>	<p>3.1 Examine traditional and social media methods for prospecting and prospect development.  3.2 Develop a prospecting plan.  3.3 Examine the importance of referrals to a salesperson's success.  3.4 Create effective sales call objectives.  3.5 Develop a customer benefit plan.  3.6 Examine the types of sales presentation methods.</p>
	<p><b>Course Outcome 4</b></p>	<p><b>Learning Objectives for Course Outcome 4</b></p>
	<p>4. Design and deliver a sales presentation.</p>	<p>4.1 Develop an effective sales approach.  4.2 Utilize the four types of questioning techniques.  4.3 Construct a presentation including the three essential steps.  4.4 Discuss ways to strengthen the sales presentation.  4.5 Practice utilizing sales presentation techniques in a variety of selling situations.</p>
	<p><b>Course Outcome 5</b></p>	<p><b>Learning Objectives for Course Outcome 5</b></p>
	<p>5. Use effective techniques to handle objections and close the sale.</p>	<p>5.1 Examine the major types of objections.  5.2 Demonstrate the use of specific objection handling techniques.  5.3 Examine the buying signals.  5.4 Examine various closing techniques.</p>

5.5 Utilize trial closes.  
5.6 Use follow-up techniques to increase sales.

**Evaluation Process and Grading System:**

<b>Evaluation Type</b>	<b>Evaluation Weight</b>	<b>Course Outcome Assessed</b>
Assignments	50%	1,2,3,4,5
Tests / Quizzes	50%	1,2,3,4,5

**Date:**

June 22, 2018

Please refer to the course outline addendum on the Learning Management System for further information.

