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SALESMANSHIP
MKT 104-4

revised January, 1978

Same as for January, 1979

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TEXT

Selling--Principles and Methods by C. A. Pederson and M. D. Wright,
published by Irwin-Dorsey Limited

OBJECTIVES

To assist the student

Acquire the knowledge, skill and attitude necessary to become
a successful sales representative.

To obtain a basic foundation of knowledge in the field of
selling before he/she enters specific on-the-job training
programs.

To develop individual confidence and poise in presentation of
self which will be of assistance in job interviews and career

STUDENT GOALS:

You will be expected to:

1. Acquire a working knowledge of the nature of selling and the
role of salesmanship in the market place.
2. Understand the duties and responsibilities of a sales represen-
tative and his/her relationship to the Company, its products
and its competition.
3. Participate in individual and group exercises designed to il-
lustrate the sales process and the sales presentation and
develop self-confidence in speech and deportment.

METHOD

The case method, lecture discussion and role playing will be used
extensively.

The study group approach as well and the Individual approach will be
used to develop and illustrate the verbal skills required for effective
selling. Individual reports and tests will sharpen written selling skills

EVALUATION:

You will be evaluated on the following basis:

4 tests (verbal and/or written)	40%
Class participation	60%

EVALUATION: cont'd.

) Class participation includes proper preparation for case assignments as well as individual assignments. Good attendance is therefore essential.

There will be re-writes only in the case of legitimate absences and it is the student's responsibility to discuss any absences with the instructor. There will be a maximum of 2 re-writes in this course.

SUBJECT MATTER

Selling, Its Nature, Its Role and Rewards

- what is Salesmanship?
- is selling a profession?
- role of selling in the economy
- new concepts in selling
- the Marketing process
- financial rewards of selling

Duties, Responsibilities and Qualifications of Sales Representatives

- a selling attitude
- duties and qualifications
- company requirements
- a Career in Sales?
- types of sales jobs

Buyer Characteristics and Behavior Patterns

- the market place
- fitomen in the market place
- the teenage market
- the leisure time market
- personality types
- where and how to get information about the buyer
- sales manuals

Buyer Motivation

- basic factors in human behavior
- why people buy industrial products from a particular company
- analysis of the buying process

The Company, Its Products and Its Competition

- what specific information is needed
- how to use information successfully

Price, Discount and Credit Policies and Practices

- pricing policies
- quoting prices
- discounts and how to use effectively
- salesperson's responsibility for credit
- Canadian consumer protection

Advertising and Sales Promotion

- selling and advertising - A Team
- advertising and the retailer
- media and sales promotion aids
- up-selling

Telephone & Direct Mail as Sales Aids

- principles of telephone selling
- selling by direct mail
- direct mail techniques

Prospecting the Sale

- characteristics of a good prospect
- where to obtain good prospects
- the "Cold-Canvas" approach
- leads from advertising
- techniques in making the appointment
- making a good first impression

The Sales Presentation

- types of sales presentations
- how to plan and deliver the presentation
- dramatizing the sales presentation
- selling aids and techniques
 - charts, graphs, models, samples
- control the demonstration

Overcoming Objections

- negative psychological factors
- common objections
- developing the positive
- methods and techniques used by successful companies

Closing the Sale

-test of selling ability

-relation of sales closed to income

-methods and techniques

-timing "The Close"

-methods used by major companies

-terminating the interview if prospect will not buy (future sales)

Improving Customer Relations

goodwill

handling customer claims

Social, Ethical and Personal Responsibilities of the Salesperson