

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

**COURSE OUTLINE**

**COURSE TITLE** PRINCIPLES OF SELLING

**CODE NO.** MKT212 **SEMESTER:** FOUR

**PROGRAM;** ADVERTISING MANAGEMENT/FINANCE & SALES MGMT

**AUTHOR:** TOM MATTHEWS

**DATE:** JANUARY, 1990

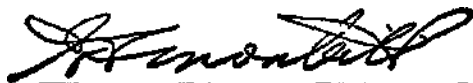
**PREVIOUS OUTLINE DATED:** JANUARY, 198 9

New

Revision

X

APPROVED;



DEAN, SCHOOL OF BUSINESS &  
HOSPITALITY

1/4/90  
DATE

PRINCIPLES OF SELLING

MKT212

**COURSE NAME**

**COURSE CODE**

**PHILOSOPHY/GOALS;**

This course is a further study of the basic marketing principles with specific emphasis on salesmanship. Interpersonal communication skills and influence building skills will be developed and practiced-

**HETHOD OF ASSESSMENT (GRADING METHOD):**

Three Tests (3 !§ 10%)	30%
Assignments (7 @ 5%)	35%
Videotaped presentations as a salesperson	35%
Videotaped presentations as a customer	10% bonus

**TESTS AND EVALUATION INSTRUMENTS:**

Since the time frame for this course is extremely tight, it is necessary to hand assignment material and videotape material in on time. This is necessary for evaluation and feedback to you in preparation for your final prsentation. Late submission of assignments will result in a reduction of one mark per day. Assignments 5 days late will receive a mark of zero, but must still be completed in order to meet the requirements of this course. Assignment may be neatly written. This policy will be strictly enforced.

A+	(90% or more)	Consistently outstanding achievement
A	(80% - 89%)	Outstanding achievement
B	(65% - 79%)	Consistently above average achievement
C	(55% - 64%)	Satisfactory or average achievement
R	(under 55%)	Repeat. The student has not satisfactorily achieved the objectives of the course -

**TEXTBOOK(S)** Selling - A Behavioural Science Approach, Paul Hersey, Prentice-Hall (1988)

Role Playing the Principles of Selling, College and University Edition, David Sellars III, Dryden Press, (1987)

**MATERIALS** one blank VHS videotape

## TIME FRAME FOR COURSE MATERIAL

Subject to change, the following is the proposed schedule which will be included in the instructions.

- February 5 - Introduction/Orientation  
6 - Chapter One (Selling - A Behavioural Sciences Approach)  
8 - Chapter Two  
9 - Chapter Three  
12 - **Assignment #1 Due**  
Students will choose a product to sell using the textbook/ Role Playing the Principles of Selling.  
(Read pages 1-7)  
**Required for submission** - A paragraph describing the company you will sell for, the product you will sell, who you will sell the product to and why you have chosen that product. Note: You should choose a product for which you have access to information. (Read Chapter 3, pages 9-13)•
- 13 - Chapter Four  
15 - Chapter Five  
16 - Quiz #1  
19 - Chapter Six  
20 - Chapter Seven  
22 - Chapter Eight  
23 - Chapter Nine  
26 - Chapter Ten  
27 - Quiz #2  
28 - Chapter Eleven
- March 1 - Chapter Twelve  
2 - Chapter Thirteen  
12 - Chapter Fourteen  
13 - Quiz #3  
15 - Class in E310 - Audio Visual Equipment demonstration  
16 - **Assignment #2 due**  
Students will acquire background information as described on pages 9-13 of Role Playing and the Principles of Selling.  
Required for submission - students will have available for examination information organized to illustrate the following;  
1) Industry Information  
2) Company Information  
3) Prospect Information  
4) Product/Service Information  
5) Competitive Information  
6) A Photocopy of "Thank you Letters"

**Note:** You would be wise to acquire this information early in the semester because if you have trouble collecting information you may need to change products. Also/ companies may have to send out of town for additional information. Plan to have your information when you need it because there will be no extensions.

TIME FRAME FOR COURSE MATERIAL (cont'd)

- March 19 - Class on the preparation of Planning Guide - The Approach (E222)  
20 - Video Role Playing or preparation for role playing in  
22 regular class or E310  
23  
26  
27 - The Approach Video & Assignment #3 - due  
"Planning Guide - The Approach" - due  
- Class on Securing Desire - J1107  
29 - Video Role Playing or Preparation for role playing in  
30 regular class or E310
- April 2  
3  
5 - Securing Desire Video & Assignment #4 - due  
- "Planning Guide - Securing Desire" - due  
- Class on Handling Objectives - E232  
6 - Video Role Playing or preparation for role playing  
9 in regular class or E310  
10  
12  
17  
19 - Handling Objections Video & Assignment #5 - due  
- "Planning Guide - Handling Objections" - due  
- Class on Closing the Sale - E222  
20 - Video Role Playing or preparation for role playing  
23 in regular class or E310  
24  
26  
27  
30 - Closing the Sale Video & Assignment #6 - due  
- "Planning Guide - Closing the Sale" - due  
- Class on Role Playing the Complete Presentation  
31 - Assignment #7 - due  
"Features-Benefits Worksheet - Student Presentation" due
- May - Video Role Playing or preparation for video role  
playing in regular class and review  
Complete Presentation Video - due

**NOTE:** For BOS219 class substitute all Thursday classes to take place on Wednesday.