



COURSE OUTLINE: BCM203 - PROFESSIONAL SELLING

Prepared: Kevin Hemsworth

Approved: Martha Irwin, Dean, Business and Information Technology

Course Code: Title	BCM203: PROFESSIONAL SELLING
Program Number: Name	2035: BUSINESS 2057: BUSINESS - MARKETING
Department:	BUSINESS/ACCOUNTING PROGRAMS
Academic Year:	2024-2025
Course Description:	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.
Total Credits:	3
Hours/Week:	3
Total Hours:	42
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Substitutes:	MKT212, OEL1015
Vocational Learning Outcomes (VLO's) addressed in this course:	<p>2035 - BUSINESS</p> <p>VLO 2 Apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization's business initiatives.</p> <p>VLO 3 Use current concepts/systems and technologies to support an organization's business initiatives.</p> <p>VLO 4 Apply basic research skills to support business decision making.</p> <p>VLO 9 Describe and apply marketing and sales concepts used to support the operations of an organization.</p> <p>VLO 12 Develop strategies for ongoing personal and professional development to enhance work performance in the business field.</p> <p>2057 - BUSINESS - MARKETING</p> <p>VLO 1 contribute to the development of a marketing* plan that will meet the needs or goals of a business or organization</p> <p>VLO 2 contribute to the development of an integrated marketing communication plan* of a product*, concept, good, and/or service based on an identified market need or target</p>
Please refer to program web page for a complete listing of program outcomes where applicable.	



	<p>VLO 4 contribute to the development of strategies for the efficient and effective placement/distribution of a product*, good, and/or service to respond to an evolving market</p> <p>VLO 5 contribute to the development of strategies related to pricing for a product, good and/or service</p> <p>VLO 10 develop strategies with clients, customers*, consumers*, co-workers, supervisors, and others to maintain and grow working relationships</p>				
Essential Employability Skills (EES) addressed in this course:	<p>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.</p> <p>EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.</p> <p>EES 4 Apply a systematic approach to solve problems.</p> <p>EES 5 Use a variety of thinking skills to anticipate and solve problems.</p> <p>EES 6 Locate, select, organize, and document information using appropriate technology and information systems.</p> <p>EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.</p> <p>EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.</p> <p>EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.</p> <p>EES 10 Manage the use of time and other resources to complete projects.</p> <p>EES 11 Take responsibility for ones own actions, decisions, and consequences.</p>				
Course Evaluation:	<p>Passing Grade: 50%, D</p> <p>A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.</p>				
Books and Required Resources:	<p>MyLab Marketing with Pearson eText -- Instant Access -- for Selling Today: Partnering to Create Value by Manning, Ahearne, Reece, Mackenzie Publisher: Pearson Education Canada Edition: 8th Canadian ISBN: 9780135706886</p>				
Course Outcomes and Learning Objectives:	<table border="1"> <thead> <tr> <th>Course Outcome 1</th> <th>Learning Objectives for Course Outcome 1</th> </tr> </thead> <tbody> <tr> <td>Develop a personal selling philosophy.</td> <td> <p>1.1 Define personal selling and describe the three prescriptions of a personal selling philosophy.</p> <p>1.2 Describe the emergence of relationship selling in the age of information.</p> <p>1.3 Discuss the rewarding aspects and the different employment settings of a career in selling today.</p> <p>1.4 Explain how personal selling skills have become one of the master skills needed for success in the information age and how personal selling skills contribute to the work performed by knowledge workers.</p> <p>1.5 Identify the four major sources of sales training.</p> <p>1.6 Discuss the evolution of personal and consultative selling</p> </td> </tr> </tbody> </table>	Course Outcome 1	Learning Objectives for Course Outcome 1	Develop a personal selling philosophy.	<p>1.1 Define personal selling and describe the three prescriptions of a personal selling philosophy.</p> <p>1.2 Describe the emergence of relationship selling in the age of information.</p> <p>1.3 Discuss the rewarding aspects and the different employment settings of a career in selling today.</p> <p>1.4 Explain how personal selling skills have become one of the master skills needed for success in the information age and how personal selling skills contribute to the work performed by knowledge workers.</p> <p>1.5 Identify the four major sources of sales training.</p> <p>1.6 Discuss the evolution of personal and consultative selling</p>
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	<p>models as an extension of the marketing concept.</p> <p>1.7 Define strategic selling and name the four broad strategic areas in the Strategic/ Consultative Selling Model.</p> <p>1.8 Describe the evolution of partnering and the nature of strategic account management.</p> <p>1.9 Explain how value-added selling strategies enhance personal selling.</p>
Course Outcome 2	Learning Objectives for Course Outcome 2
Develop a relationship strategy.	<p>2.1 Explain the importance of developing a relationship strategy.</p> <p>2.2 Describe issues that challenge the ethical decision making and influence the ethical conduct of salespeople.</p> <p>2.3 Describe how ethical decisions influence the building of partnering relationships in selling, and guidelines for developing a personal code of ethics that create value.</p> <p>2.4 Explain how partnering relationships add value, and how thought processes can enhance your relationship strategy.</p> <p>2.5 Identify and describe the major nonverbal factors that shape our sales image.</p> <p>2.6 Describe conversational strategies and establish a self-improvement plan based on personal development strategies that help us establish relationships.</p> <p>2.7 Discuss how communication style influences the relationship process in sales and identify the two major dimensions of the communication-style model.</p> <p>2.8 Explain the four communication styles in the communication-style model and learn how to identify your preferred communication style and that of your customer.</p> <p>2.9 Learn to achieve impersonal versatility and build strong selling relationships with style flexing.</p>
Course Outcome 3	Learning Objectives for Course Outcome 3
Develop a product strategy.	<p>3.1 Explain the importance of developing product solutions that add value.</p> <p>3.2 Discuss how becoming an expert regarding product knowledge, company knowledge, competition and industry trends improves personal selling.</p> <p>3.3 List major sources of product, competitor, and industry information.</p> <p>3.4 Explain how to add value with a feature-benefit strategy.</p> <p>3.5 Describe positioning as a product-selling strategy and discuss product-positioning options.</p> <p>3.6 Explain the 3-D Product Solutions Selling Model.</p> <p>3.7 Explain how to sell your product with a price strategy.</p> <p>3.8 Explain how to sell your product with a value-added strategy.</p>
Course Outcome 4	Learning Objectives for Course Outcome 4
Develop a customer strategy.	<p>4.1 Discuss the meaning of a customer strategy and the various influences that shape customer buying decisions.</p> <p>4.2 Explain the difference between consumer and business</p>



		<p>buyers.</p> <p>4.3 Understand the importance of alignment between the selling process and the customer's buying process.</p> <p>4.4 Understand the buying process of transactional, consultative, and strategic alliance buyers.</p> <p>4.5 Discuss the importance of developing a prospect base.</p> <p>4.6 Identify and assess important sources of prospects and accounts and describe criteria for qualifying them.</p> <p>4.7 Explain common methods of collecting and organizing prospect and account information and describe the steps in managing them.</p>
	Course Outcome 5	Learning Objectives for Course Outcome 5
	Develop a presentation strategy.	<p>5.1 Describe the three prescriptions that are included in the presentation strategy.</p> <p>5.2 Discuss the two-part pre-approach process and describe team presentation strategies.</p> <p>5.3 Explain how adaptive selling builds on four broad strategic areas of personal selling.</p> <p>5.4 Describe the six main parts of the presentation plan.</p> <p>5.5 Explain how to effectively approach the customer and describe ways to convert the prospect's attention and arouse interest.</p> <p>5.6 Outline the benefits of the consultative sales process.</p> <p>5.7 Describe the four parts of the need-satisfaction model and discuss the use of questions to discover customer needs.</p> <p>5.8 Describe the importance of active listening and the use of confirmation questions.</p> <p>5.9 Select solutions that match customer needs.</p> <p>5.10 List and describe three types of need-satisfaction presentation strategies.</p> <p>5.11 Present guidelines for creating consultative presentations that add value.</p> <p>5.12 Describe the elements of a persuasive presentation strategy and describe the elements of an effective group presentation.</p> <p>5.13 Develop selling tools that add value to your sales demonstrations.</p> <p>5.14 Describe the principles of formal negotiations as part of the win-win strategy.</p> <p>5.15 Describe common types of buyer concerns, discuss specific methods of negotiating them, and outline methods for creating value in formal negotiations.</p> <p>5.16 Describe how to work with buyers who are trained in negotiations.</p> <p>5.17 Describe the proper attitude to display toward closing the sale and explain what to do when the buyer says yes, or no.</p> <p>5.18 List and discuss selected guidelines for closing the sale, how to recognize closing clues, and specific methods of closing the sale.</p> <p>5.19 Explain how to build long-term partnerships with customer service.</p>



5.20 Describe current developments in customer service, and the major customer service methods that strengthen the partnership.
5.21 Explain how to add value with expansion selling and how to deal effectively with complaints.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignments	40%
Quizzes/ Discussions/Presentations	30%
Test #1	10%
Test #2	10%
Test #3	10%

Date:

May 29, 2024

Addendum:

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

