



COURSE OUTLINE

BCM203

1

Prepared: NCCP Approved: Sherri Smith

Course Code: Title	BCM203: PROFESSIONAL SELLING
Program Number: Name	2035: BUSINESS
Department:	BUSINESS/ACCOUNTING PROGRAMS
Semester/Term:	17F
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:	45
Substitutes:	MKT212, OEL1015
Vocational Learning Outcomes (VLO's):	#9. Describe and apply marketing and sales concepts used to support the operations of an organization.
Essential Employability Skills (EES):	Please refer to program web page for a complete listing of program outcomes where applicable. #1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. #2. Respond to written, spoken, or visual messages in a manner that ensures effective communication. #5. Use a variety of thinking skills to anticipate and solve problems. #6. Locate, select, organize, and document information using appropriate technology and information systems. #7. Analyze, evaluate, and apply relevant information from a variety of sources. #8. Show respect for the diverse opinions, values, belief systems, and contributions of others.



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2

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- #9. Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
#10. Manage the use of time and other resources to complete projects.
#11. Take responsibility for ones own actions, decisions, and consequences.

Course Evaluation:

Passing Grade: 50%, D

Other Course Evaluation & Assessment Requirements:

A+ = 90-100%
A = 80-89%
B = 70-79%
C = 60-69%
D = 50-59%
F < 50%

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignments	50%
Tests / Quizzes	50%

Books and Required Resources:

ABC's of Relationship Selling Through Service by Futrell, C., & Valvasori, M. (2015).
Publisher: McGraw-Hill Ryerson Edition: 6
ISBN: 9781259030789

Course Outcomes and Learning Objectives:

Course Outcome 1.

1. Examine the role of a professional salesperson.

Learning Objectives 1.

- 1.1 Identify the characteristics of the successful sales 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.



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3

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Course Outcome 2.

2. Analyze the elements of successful relationship selling.

Learning Objectives 2.

- 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.

Course Outcome 3.

3. Examine the steps in the selling process.

Learning Objectives 3.

- 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.

Course Outcome 4.

4. Design and deliver a sales presentation.



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Learning Objectives 4.

- 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.

Course Outcome 5.

- 5. Use effective techniques to handle objections and close the sale.

Learning Objectives 5.

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

Date:

Thursday, August 31, 2017

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