

I. CATALOG DESCRIPTION:

A. Department Information:

Division: Business & Information Technology
Department: Business Administration
Course ID: BUSAD 106
Course Title: Principles of Selling
Units: 3
Lecture: 3 hours
Laboratory: None
Prerequisite: None

B. Catalog and Schedule Descriptions:

Problems of analyzing the sales talk, making an adequate approach, meeting objectives, and excuses and techniques of closing the sale, and the psychology involved in selling services, goods, ideas and one's own personality.

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: One

III. EXPECTED OUTCOMES FOR STUDENTS:

Upon successful completion of the course, the student should be able to:

- A. examine behavioral theories and concepts which are relevant and useful in professional selling;
- B. develop an awareness and appreciation of the moral, ethical, and social code of behavior governing professional salespeople;
- C. compare the selling process, from finding the prospect through each stage of the presentation, until the sale is completion;
- D. analyze and evaluate a wide variety of sales presentations as applied in different selling situations.

IV. CONTENT:

- A. Selling - Its Importance and Perspectives
 - 1. Overview of Sales Models
 - 2. Ethical, Legal and Cultural Issues in Selling today
 - 3. Extension of the Marketing Concept
 - 4. Consultative Selling Style
- B. Success in Selling – What Does It Take?
 - 1. Understanding Yourself
 - 2. Know your Industry, Company, Products and Competition
 - 3. Time Management
 - 4. Positive Attitude
 - 5. Communication Styles
 - 6. Personal Code of Ethics
- C. Understanding The Selling Process
 - 1. Prospecting
 - 2. Pre-approach (Planning the Sales Call)
 - 3. Approach (Making the Sales Call)
 - 4. Presentation
 - 5. Trail Close
 - 6. Determine Objections
 - 7. Meet Objections (responding to Objections)
 - 8. Trial Close
 - 9. Close (Obtaining Commitment)

- 10. Follow-up (Building Long-Term Partnerships)
- D. Methods of Maintaining a Professional Sales Career
 - 1. Sales Management
 - 2. Career Management

V. METHODS OF INSTRUCTION:

- A. Lecture
- B. Discussion
- C. Oral presentation
- D. Guest speakers
- E. Audio-Visual

VI. TYPICAL ASSIGNMENTS:

- A. Reading
 - 1. Read Anatomy of the Selling Process; be responsible for putting together a quality sales presentation.
 - 2. Assigned readings are intended to further amplify the concepts contained in the lectures.
- B. Writing, critical thinking, problem solving, or performance.
 - 1. Analyze sales situations and offer solutions. Grading will be based upon the completeness and precision of content and overall presentation.

VII. EVALUATION:

- A. Methods of Evaluation
 - 1. Examinations and quizzes: Objective and Essay
 - a. Typical examination question:
Describe the various steps in the selling process.
 - 2. Class Participation
 - 3. Oral Presentation
A Product/Service is selected for oral presentation in a role play situation.
- B. Frequency of Evaluation
 - 1. 3 Quizzes
 - 3. 1 Cumulative Final Examination
 - 4. End of term Consultative Sales Presentation

VIII. TYPICAL TEXTS:

Manning, Gerald L. Selling Today: Building Quality Partnerships, Upper Saddle River, NJ: Prentice-Hall, 2002.

Oberhaus, Mary Ann and Ratliffe, Sharon and Stauble, Vernon. Professional Selling: A Relationship Process, Fort Worth, TX: Dryden Press, 2000.

Weitz, Barton A. and Castleberry, Stephen B. and Tanner, John F. Selling: Building Relationships, Columbus OH: Columbus, OH: McGraw-Hill Irwin, 2004

IX. OTHER SUPPLIES REQUIRED OF STUDENTS: None.