

BUS 160 – Principals of Selling (On Campus)

Instructor: Marie Palluck

palluckm@lakeareatech.edu

882-5284, Ext. 272

MISSION STATEMENT

Lake Area Technical Institute offers superior, comprehensive technical education, creating a foundation for success in an ever-changing world.

TEXTBOOK: *Selling Today*, Gerald L Manning & Barry L Reece 10th Edition, ISBN: 0-13-186683-4

COURSE DESCRIPTION: Sales people and selling teams are currently in the process of redefining their roles and adopting new frameworks. These changes, reflected in this course, are driven by rapidly changing market conditions and heightened customer expectations. Today's more demanding customers expect sales-people to create and communicate a more consistent and convincing concept of value at every step of the selling process. Our goal with this course is the creation and delivery of value.

COURSE OBJECTIVES:

General Sales Knowledge

- Explain careers, opportunities, and benefits of personal selling
- Summarize the effect of selling in a market economy
- Apply theories of buyer motivation
- Create a prospecting plan
- Discuss how to determine one's competition
- Explain and demonstrate one's product and/or service
- Explain the various communication styles
- Discuss the importance of self-image
- Apply time management techniques to the art of selling
- Evaluate and apply ethical practices in selling
- Write steps and goals of the sales presentation
- Describe the integration of technology into selling

Sales Demonstration Knowledge

- Develop complete pre-approach information
- Design an approach
- Determine wants/needs of the customer
- Prepare and present a value added solution
- Select and prepare selling tools for demonstration
- Anticipate and handle sales resistance
- Develop and use trial close
- Develop and use closing techniques
- Demonstrate when and how to use expansion selling
- Demonstrate techniques of servicing the sale

METHODS: PowerPoint presentation, end-of-chapter application exercises, including internet assignments, video and video case problems, role-play exercises, tests, written projects, and customer relationship management activities with technology.

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COURSE POLICIES:

- Attendance is very important to your success at Lake Area Tech. You will be allowed to be absent four (4) class periods which is a total of six (6) hours. Use your time wisely! After your absence of six (6) hours, you will be dropped from the class.
- You are expected to be in class on time! After 10 minutes, you will be considered absent/
- Please turn off all cell phones during class periods.
- Fridays will be used for tutoring, extra help, and makeup tests. Anyone wishing to obtain additional points for their grade can do so by attending the help sessions from 8:00 – 10:00 a.m. every Friday morning during the semester. You may not accumulate your Friday points by coming in and completing extra points all at once. For example, four weeks of Friday extra points.
- Students will have one (1) week to make-up any missed assignments/tests. You will receive a zero (0) if not taken within that time frame.
- Dishonesty/plagiarism in class or on tests and assignments is regarded as a serious offense and the student will be subject to disciplinary action including dismissal.
- Pre-tests will be open only for the specified amount of time and not reopened past the time stated. Please refer closely to your announcements on the e-learning website.
- Occasionally there will be in-class assignments and points may be given. You must be present in class on that day to receive those points.
- Resolve to be honest in your personal and academic life. Business success demands that each individual be honest, have personal integrity, and respect for all individuals.

GRADING:	13 Tests.....	50 points
	End-of-Chapter Review Questions and Application Exercises	10 points
	Role-play participation.....	10 points
	Video Case Problems.....	15 points
	CRM Application.....	25 points
	Final Selling Project	125 points

Grading Scale: 100% - 94% = A
93% - 87% = B
86% - 80% = C
Below 80% = Fail

Schedule may change due to instruction/student needs.

Revised: 8/08

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COURSE INFORMATION:

- All messages, assignments and information will be found on E-Learning. please check this closely.
- Discussion questions will be uploaded to your instructor through E-Learning.
- You may contact your instructor by Lake Area email or telephone during office hours, 7:30 – 4:00 p.m., Monday-Friday.
- Assignments and tests will be posted on E-Learning Fridays by 3:00 p.m. and are due by 12:00 noon the following Friday. Any late assignments will receive only partial credit.
Example: An assignment worth 50 points and submitted late will receive 25 points or less.
- Tests will be on-line and timed with one attempt. Once you start you must complete it before submitting as you will not be able to access it again.
- Dishonesty/plagiarism on tests and assignments will result in immediate dismissal from the class.

SCHEDULE

Week 1	Complete E-Learning Tutorial
Week 2	Chapter 1 – Personal Selling and the Marketing Concept
Week 3	Chapter 2 – Personal Selling Opportunities in the Age of Information
Week 4	Chapter 3 – Creating Value with a Relationship Strategy
Week 5	Chapter 4 – Communication Styles: Managing Selling Relationships
Week 6	Chapter 5 – Ethics: The Foundation for Relationships in Selling
Week 7	Chapter 6 – Creating Product Solutions
Week 8	Chapter 7 – Product-Selling Strategies that Add Value
Week 9	Chapter 8 – The Buying Process and Buyer Behavior
Week 10	Chapter 9 – Developing and Qualifying a Prospect Base
Week 11	Chapter 10 – Approaching the Customer
Week 12	Chapter 11 – Creating the Consultative Sales Presentation
Week 13	Chapter 12 – Creating Value with the Sales Demonstration
Week 14	Chapter 13 – Negotiating Buyer Concerns
Week 15	Chapter 14 – Closing the Sale and Confirming the Partnership
Week 16	Chapter 15 – Servicing the Sale and Building the Partnership
Week 17	Final Sales Presentation

In this Selling course you will develop your sales technique by choosing and selling a product/service/idea to a customer as your final project. This will be captured on video and critiqued. In addition to the actual demonstration, a sales manual is also required. **You will need to be present at Lake Area Tech on your scheduled presentation day. Schedule may change due to instructor/student needs.**

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