

Brief Course Description

The student learns the essentials on how to be sales person and on how to develop a personal sales approach. The student will learn the opportunities in the information and technology age as a sales person. The student will get practical experience on how to develop person-to-person relationship strategies using communication and buyers psychology.

Course Prerequisites

N/A.

Learning Objectives

Upon completion of this course the successful student will have reliably demonstrated the ability to:

- *Recall and describe the key milestones in the evolution of various selling models.*
- *Recall and describe the key ethical and social consideration in personal and business to business sales and selling.*
- *Recall and describe how to develop a relationship strategy.*
- *Recall and describe how to create a product strategy.*
- *Recall and describe how to create a customer strategy.*
- *Recall and describe key factors in management of the sales force*
- *Demonstrate the use of key person to person selling techniques using role-playing scenarios*
- *Recall and describe the process for developing a questionnaire for determining customer needs.*
- *Demonstrate business writing and presentation skills.*

Required course materials

*Textbook: Selling Today: Creating Customer Value, 7E – Manning, Ahearne, Reece, Mackenzie
ISBN – 10: 0133984060
ISBN -13: 9780133984064
Pearson*

Chapter 2 – Evolution of Selling Models that Complement The Marketing Concept

Chapter 3 – Ethics – The Foundation for Relationships That Create Values

Chapter 6 – Creating Product Solutions

Chapter 7 – Product Selling Strategies that Add Value

Chapter 9 – Developing and Qualifying Products and Accts

Chapter 16 – Opportunity Management – The Key to Greater Sales Productivity

Chapter 17 – Management of the Sales Force

Appendix – Reality Selling Today Role-Playing

Equipment: Laptop or Notebook, Microsoft Office 2013 (minimum), WiFi and Internet ready

- Course Duration** • *Length of course 80 hours (20 x 4 weeks)*
- Homework Hours** • *Students can expect 40-50 hours of self study*
- Delivery Methods** ☒ *In-class instruction*
- Teaching Methods**
- *Classroom Instructor Lead: 40 hours*
 - *Demonstration: 10 hours*
 - *Supervised Group Work/Project Work: 20 hours*
 - *Student Presentations: 10 hours*
 - *Self study (homework): 40-50 hours*
- Method(s) of Student Evaluation**
- *Assignments 4 x 5% = 20%*
 - *Midterm Exam 1 x 15% = 15%*
 - *Final Exam 1 x 30% = 30%*
 - *Presentation and Written assignment 1 x 25% = 25%*
 - *Participation 1 x 10%*
 - *Total: 100%*
- Completion Requirements**
- *Student must achieve a final mark of 70% for student evaluation*
 - *Student must attend 80% of classroom hours.*

Week	Topics Covered
1	Introduction to Sales and selling, Evolution of various selling models
2	Ethics of Selling, Creating Product Solutions Product Selling Strategies
3	Developing and Qualifying Products and Accts, Opportunity Management
4	Management of Sales Force, Role Playing, Student Presentation