

COURSE OUTLINE **Personal Selling**

Course Description

BA 215. Personal Selling. 3 hours credit. This course will enable the student to communicate with prospective customers to understand their needs, match those needs with the appropriate product or service and present an effective presentation. Through the use of terminology, practice in role-plays and an understanding of the appropriate approaches and strategies, the student will gain an understanding of the opportunities in the field of personal selling and what it takes to be successful.

Course Relevance

The principles learned in this course will allow the student to identify potential customers and develop long-term, win-win relationships with them. The principles are relevant to anyone wishing to understand and improve their ability to negotiate, persuade, and sell; issues everyone in all walks of life faces to some degree.

Required Materials

Manning, G. & Reece, B., *Selling today* (11th ed.). Upper Saddle River, NJ: Prentice Hall.

Learning Outcomes

The intention is for the student to be able to:

1. Identify the importance of long-term, win-win relationships and the means to achieve them.
2. Work with the appropriate product, customer, presentation, and negotiation strategies.

Learning PACT Skills that will be developed and documented in this course

Through involvement in this course, the student will develop ability in the following PACT skill area(s):

Analytical Thinking Skills

1. Problem solving
 - By applying skills learned in lessons, readings, and discussions, students analyze specific selling related problems and present their own creative solutions

Major Summative Assessment Task(s)

These learning outcome(s) and the Learning PACT skill(s) will be demonstrated by:

1. Completing a departmental project that measures the student's ability to solve problems related to the selling function, including demonstrating how to pick and present the right solution for the customer.

Course Content

- I. Skills or Competencies – Actions that are essential to achieve the course outcomes:
 - A. Provide critical analysis of real life selling strategies
 - B. Utilize selling tools covered in class
- II. Themes – Key recurring concepts that run throughout this course:
 - A. Relationship building
 - B. Self management
 - C. Buyer behavior
- III. Issues – Key areas of conflict that must be understood in order to achieve the intended outcome:
 - A. Negotiating towards a win-win solution
 - B. Balancing the needs of the customer with presentation of solutions
- IV. Concepts – Key concepts that must be understood to address the issues:
 - A. Understanding the communication process
 - B. Understanding the importance of product knowledge

Learning Units

- I. Personal selling and the marketing concept
 - A. The contributions of personal selling to the global economy
 - B. Definition of personal selling
 - C. The marketing concept
 - D. Partnering and how it relates to the quality improvement process
- II. Career opportunities in selling today
 - A. Rewarding aspects of personal selling careers
 - B. Opportunities for women and minorities in the field of personal selling
 - C. The work environment of the various fields of personal selling
 - D. The four major sources of sales training
- III. Factors influencing the relationship - building process
 - A. The importance of developing a relationship strategy
 - B. How self-image forms the foundation for building long term selling relationships
 - C. The major nonverbal factors that shape our sales image
 - D. The importance of a “Win-Win” attitude
- IV. Communication styles
 - A. Communication-style bias and how it influences the relationship process
 - B. The benefits derived from an understanding of communication styles
 - C. The four major communication styles in the communication-style model
- V. Acquiring product information
 - A. The importance of developing a product strategy
 - B. How knowledge of competition improves personal selling
 - C. The most important kinds of product and company information that should be acquired by salespeople
 - D. The difference between product features and buyer benefits

- E. Definition of product
 - F. How to transfer product features into buyer benefits
- VI. Developing product selling strategies
- A. The merits of product differentiation
 - B. How today's customer is redefining the product
 - C. Product positioning and how it relates to personal selling
 - D. The four dimensions of every product
- VII. Understanding buyer behavior
- A. The meaning of a customer strategy
 - B. The power of perception in shaping buying behavior
 - C. Different types of buying motives
 - D. The social and psychological influences that shape customer-buying decisions
 - E. Three ways to discover individual customer buying motives
 - F. The consumer decision making process
- VIII. Developing a prospect base
- A. The importance of developing a prospect base
 - B. Important sources of prospects
 - C. How to organize your prospect information
 - D. Criteria for qualifying prospects
 - E. Why it is important to treat a prospect as an individual and as a business person
- IX. Approaching the customer
- A. Three prescriptions that are included in the presentation strategy
 - B. The role of objectives in developing the presale presentation plan
 - C. The basic steps of the pre-approach
 - D. The nature of team versus one-person presentations
 - E. How to effectively approach a prospect
 - F. Five ways to convert the prospect's attention and arouse interest
- X. Creating the consultative sales presentation
- A. Characteristics of the consultative sales presentation
 - B. How to determine the prospect's needs
 - C. Three types of need satisfaction presentation strategies
- XI. Custom fitting the sales demonstration
- A. Conducting an effective sales presentation
 - B. Developing selling tools that can strengthen your sales presentations
 - C. Guidelines to be followed when planning a sales demonstration
- XII. Negotiating buyer resistance
- A. Common types of buyer resistance
 - B. General strategies for negotiating buyer resistance

- C. Specific methods of negotiating buyer resistance
- D. Dealing effectively with buyers who are trained in negotiating
- E. Effectively overcome a prospect's objection

XIII. Closing and confirming the sale

- A. The proper attitude to display toward closing the sale
- B. Guidelines for closing the sale
- C. How to recognize closing clues
- D. How to effectively close a sale
- E. The benefits of suggestion selling
- F. Effectively using suggestion selling

XIV. Servicing the sale

- A. The importance of servicing the sale
- B. Activities classified as part of customer service
- C. How customer service can stimulate repeat business
- D. Customer follow-up strategies
- E. Dealing with customer complaints

XV. Management of the sales force

- A. Functions of a sales manager
- B. Effective orientation, training, and motivation practices

XVI. Management of self

- A. Four dimensions of self-management
- B. Time management strategies
- C. Factors that contribute to improved territory management
- D. Stress management

Learning Activities

Classroom: Learning activities will be geared toward achieving the intended course outcomes through lecture, instructor led-class discussion, textbook reading assignments, exams, audio-visual aids and case studies.

Online: Online learning activities will equate to the classroom activities, with instructor notes, online discussions, textbook reading assignments, exams, links to appropriate websites and case studies.

Grade Determination

The student will be graded on assessment tasks, examinations, written assignments, case studies and other methods of evaluation at the discretion of the instructor.