

Las Positas College  
3000 Campus Hill Drive  
Livermore, CA 94551-7650  
(925) 424-1000  
(925) 443-0742 (Fax)

## Course Outline for MKTG 61

### PROFESSIONAL SELLING

Effective: Fall 2004

#### I. CATALOG DESCRIPTION:

MKTG 61 — PROFESSIONAL SELLING — 3.00 units

Principles and techniques involved in selling products or services to consumers in stores and on a direct basis to manufacturers, distributors and institutions. Includes buying motives, sales call planning, ethics, and customer service and territory management.

3.00 Units Lecture

#### Grading Methods:

Letter or P/NP

#### Discipline:

	<u>MIN</u>
<b>Lecture Hours:</b>	54.00
<b>Total Hours:</b>	54.00

#### II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

#### III. PREREQUISITE AND/OR ADVISORY SKILLS:

#### IV. MEASURABLE OBJECTIVES:

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

- A. discuss the significance of selling and the functions performed by sales people in our economic system;
- B. discuss the advantages and disadvantages of selling as a career;
- C. identify the primary reasons people make their decisions to buy things;
- D. apply the principles and techniques of persuasion to the tasks of selling themselves, their ideas, and their merchandise;
- E. subscribe to a code of ethics that encourages and expects professional performance, honesty and fair play.

#### V. CONTENT:

- A. The field of selling:
  - 1. The importance of selling in our economy
  - 2. The place of personal selling in the marketing system
  - 3. Pros and cons of selling as a career
  - 4. Requirements for selling success
  - 5. Ethics first...the customer relationships
- B. Preparation for selling:
  - 1. Buyer behavior
  - 2. Product knowledge
  - 3. Feature-benefit analysis
- C. The selling process—the art of persuasion:
  - 1. Planning the presentation
  - 2. Delivering the presentation
  - 3. Demonstration and proof
  - 4. Handling objections
  - 5. Closing the sale
  - 6. Suggestive selling
  - 7. Building goodwill
- D. Relationship Selling Process
  - 1. Prospecting—The lifeblood of selling
  - 2. Planning the sales call
  - 3. Selecting which sales presentation method to use
  - 4. Beginning the presentation strategically
  - 5. Elements of a great sales presentation
  - 6. Welcoming objections
  - 7. Closing begins the relationship
  - 8. Service and follow-up for customer retention
- E. Suggestive selling
  - 1. When it's good for the customer
  - 2. Trading up
  - 3. Substitution

- F. Management of selling effort:
  - 1. Self-management
  - 2. Time territory, and self-management: Keys to Success
  - 3. Ethical standards
  - 4. Evaluation of salespeople
- G. Managing yourself, your career and others
  - 1. Job research
  - 2. Preparing a resume
  - 3. Writing the letter of application
  - 4. Interviewing
  - 5. Follow-up
  - 6. Motivation, compensation, and leadership

VI. METHODS OF INSTRUCTION:

- A. **Lecture** - Lecture utilizing Power Point, overhead transparencies, computer media, handouts, whiteboard and/or blackboard
- B. **Discussion** - Small Group Discussion
- C. **Audio-visual Activity** - Video taped presentation
- D. **Written exercises and case studies** - Case studies
- E. Videos with handouts followed by group analysis and discussion
- F. **Guest Lecturers** -
- G. Two oral sales presentation

VII. TYPICAL ASSIGNMENTS:

A. Review current events in sales and marketing and/or business publications (i.e., Wall Street Journal, Incentive magazine, USA Today, Tri-Valley Business Times; discuss in class. B. Read chapter on "Agility in Sales." Research selected topic and make a two-minute oral presentation to the class. C. Individual project to prepare a five-minute formal sales presentation on product selected and approved by instructor.

VIII. EVALUATION:

- A. **Methods**
- B. **Frequency**

IX. TYPICAL TEXTS:

- 1. Charles Futrell *Fundamentals of Selling*. 8th ed., McGraw-Hill, 2004.
- 2. Eli Jones, Carl Stevens, and Larry Chonko *Selling ASAP: Art, Science, Agility Performance*. 10th ed., South-Western/Thomson Learning Company, 2005.

X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Internet access
- B. Access to business and sales publications, such as USA Today, Incentive, Sales Management
- C. Access to trade publications for the students' interest areas