

Las Positas College  
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## Course Outline for MKTG 61

### PROFESSIONAL SELLING

Effective: Spring 2018

#### I. CATALOG DESCRIPTION:

MKTG 61 — PROFESSIONAL SELLING — 3.00 units

Principles and techniques involved in selling products , ideas, and/or services. Focus is on building relationships with others, identifying the reasons a purchase decision may be made. Includes buying motives, communication options, developing commonalities, sales call planning, ethics, follow-up contacts, and customer service. Interactions for face-to-face and online encounters; professional and technical products; consultants; and anyone wanting to improve their interactions with others.

3.00 Units Lecture

#### Grading Methods:

Letter or P/NP

#### Discipline:

- Business or
- Management or
- Marketing

	<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 significant functions performed by sales people in our economic system;
- B. list the advantages and disadvantages of selling as a career;
- C. identify the principles and techniques of persuasion
- D. examine the primary reasons people make their decisions to buy things;
- E. analyze the commonalities among selling ones' abilities, ideas, services, and merchandise;
- F. assess 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 the selling process
  1. Ethical standards
  2. Self-management
  3. Keys to Success
  4. Customer Follow-up
  5. Performance Evaluation
- G. Managing your career
  1. Ethical Choices
  2. Motivation
  3. Time Management
  4. Compensation
  5. Leadership
  6. Collaboration

#### 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**

1. Exams/Tests
2. Quizzes
3. Research Projects
4. Portfolios
5. Oral Presentation
6. Projects
7. Simulation
8. Class Participation
9. Class Work
10. Home Work

##### B. **Frequency**

1. Each instructor will have the flexibility to determine the frequency and style of evaluation. Selections are made to meet the needs and learning styles of the students in each class section.
2. Quizzes and tests will be utilized to help students master specific material. Generally there will be up to two quizzes/tests and a final exam.
3. Class participation, class work, and simulations are related. Students will be expected to be involved in the topics of each class session and participate in the simulations and role plays set up by the instructor.
4. Homework may be assigned to learn concepts and application, practice skills being learned, and/or research other techniques.
5. Projects on an assigned or approved topic may be utilized. These projects may require research and/or a class demonstration to convey the information learned.
6. Students will either make a sales presentation to the class which will be videotaped and critiqued by peers and the instructor or will videotape his/her presentation and post the presentation for critiques.

#### IX. TYPICAL TEXTS:

1. Futrell, Charles. *Fundamentals of Selling*. 13th ed., McGraw-Hill, 2014.
2. Jones, Eli , Carl Stevens, and Larry Chonko. *Selling ASAP: Art, Science, Agility Performance*. Custom ed., Louisiana State University, 2012.
3. Ingram, Thomas, and Raymond LaForge. *SELL!*. 5th ed., Cengage, 2017.
4. Stevens, Drew. *Professional Selling*. 1st ed., BVT PUBLISHING, 2017.

#### X. OTHER MATERIALS REQUIRED OF STUDENTS:

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