

SEP. 13 2002

*Grande Prairie Regional College
Department of Business Administration*

BA 2070 Personal Selling (3-0, 3 credits)

Course Outline Fall 2002

- Instructor:** Tracy Howlett
- Office Particulars:** C406
Tel.: 539-2711
e-mail: thowlett@gprc.ab.ca
- Office Hours:** Monday, Tuesday & Thursday, 2:30 - 3:30 p.m. or by appointment
- Required Text:** Manning, Gerald L., Reece, Barry L., & Mackenzie, H.F. (Herb). (2001), Selling Today, Building Quality Partnerships (2nd. Cdn. Ed.), Scarborough, Ont.: Prentice Hall.

This text provides the bulk of material you will study for this course and will be used extensively. I may also provide you with handouts, articles, case studies, or other materials. These are to be read and prepared, as you would a textbook chapter. If in-class time is to be used effectively, you should do the required reading before class.

Prerequisite: BA1090 or consent of instructor

Course Description:

This course is designed to familiarize students with the principles, concepts, and terminology of personal selling. Lectures examine the sales process, paying particular attention to prospecting, the pre-approach, the approach, the sales interview, buyer resistance, and closing. Sessions are augmented with films, guest lectures, case studies, when appropriate. Students will participate in a sales simulation/role play that will allow them to experience the process of prospecting, presenting, and closing the sale.

Course Format:

BA 2070 consists of 160 minutes of weekly instruction on Monday from 1:00 - 2:20 p.m. and Friday from 11:30 - 12:50 p.m. The classwork will include a combination of lectures, class discussions, videos, group work and presentations, and guest speakers.

Course Objectives:

The objectives for this course are:

- To acquaint students with the terminology, techniques, and concepts of personal selling;
- To familiarize students with the four broad strategic areas of personal selling;
- To outline the role of personal selling in the overall management/marketing framework;
- To understand the expanding role and use of technology in the area of personal selling;
- To demonstrate the value of persistence, integrity, and honesty in all selling activities;
- To develop an understanding of the communication skills, in particular listening and probing techniques, used in the personal selling process;
- To comprehend the true meaning of the word "Customer".

University Transferability:

Some universities and many professional organizations (e.g. PMAC) will accept this course as credit. Check with the receiving university or institution for confirmation.

Course Evaluation:

The following components will determine your grade:

Class Participation	10%
Marketing Fundamentals Quiz	5%
2 Quizzes (15% each)	30%
Sales Simulation/Role Play Project	35%
Final Exam	20%

Participation

To get the most out of this class, regular attendance and active participation is required. In addition, your classmates' learning can be improved by your constructive participation in class. Attendance will be taken at each class, and I will monitor your active and constructive contribution to the class' learning. Your participation grade, worth 10% of the final grade, will reflect both of these components.

Marketing Fundamentals Quiz

There will be a review of your first year marketing terms and concepts during the first week of classes to help you remember the foundation of marketing from last year and better prepare you to start on your second year marketing courses. There will be a short quiz worth 5% on the review once it is completed.

Quizzes

There will be 2 Quizzes, each worth 15% each, and will therefore contribute to 30% of your final grade. The purpose of these quizzes is to ensure that you have learned the material presented before we continue forward in the course. Each section quiz will consist of a combination of multiple-choice and/or reverse definitions, a number of short answer questions, and a couple long answer questions. They will take approximately 75 minutes to complete.

Sales Simulation/Role Play

The purpose of this component is to provide you with a realistic opportunity to apply the major concepts that you will learn in this course. This role play and simulation provides a bridge between classroom instruction and the real world of personal selling. In groups of 3, you will prepare a series of four assignments. Each of the assignments has a written component and assignments 2 and 3 also involve role-plays. This part of the course is worth 35% of your total grade with the individual assignments being assigned the following weights: Assignment #1 (due Oct. 4) - 10%, Assignment #2 (due Nov. 1) - 5%, Assignment #3 (due Nov. 29) - 15%, Assignment #4 (due Dec. 2) - 5%. Details of the individual assignments are attached.

Key Dates for BA 2070:

Oct. 4	Assignment #1
Oct. 7	Quiz #1 (Chapters 1-6)
Nov. 1	Assignment #2 & Role Play (Oct. 25-Nov. 1)
Nov. 4	Quiz #2 (Chapters 7-10)
Nov. 29	Assignment #3 & Role Play (Nov. 25-29)
Dec. 2	Assignment #4
Dec. 9 - 18	Final Exam

The Road To Success in BA 2070:

- Read the textbook before the material is covered in class.
- Attendance is critical for success in BA 2070.
- Participate actively in all in-class discussions and activities.
- Learn from your classmates.
- Be constructive, not critical.
- **HAVE FUN WHILE LEARNING!**

Fall 2002 Course Schedule - Section A2

Week	Date	Topics / Readings
1	September 6	Introduction, Course Outline
2	September 9, 13	Review Marketing Fundamentals <ul style="list-style-type: none"> - target market, positioning - product, place, price, promotion - marketing approaches - SWOT analysis - segmentation continuum & market segmentation - product-market expansion grid - buyer decision making process - consumer behavior
3	September 16, 20	MF Quiz, Chapter 1 <ul style="list-style-type: none"> - what is personal selling - what is the marketing concept? - p/s philosophy and evolution Chapter 3 <ul style="list-style-type: none"> - developing relationship strategy - partnering - factors for enhancing relationship strategy
4	September 23, 27	Chapter 4 <ul style="list-style-type: none"> - what is communication style bias? - principles of the theory - communication-style model - four styles of communication - what is style flexing? Chapter 5 <ul style="list-style-type: none"> - what is product strategy? - 5 important areas for salespeople - writing sales letters
5	September 30, Oct. 4	Chapter 6, (Assign. #1 due, Oct. 4) <ul style="list-style-type: none"> - what is product positioning? - product selling model - 2 product positioning options - positioning products with price strategies - positioning products with value-added strategies - total product = 4 possible products
6	October 7, 11	Quiz #1 (chapters 1-6), Chapter 7 <ul style="list-style-type: none"> - what is customer strategy? - factors that influence buyer decisions - how are needs formed? - what are buying motives, the 4 types - 3 theories of buying decisions

Week	Date	Topics / Readings
7	October 14, 18	Holiday, Chapter 8 <ul style="list-style-type: none"> - what is prospecting? - the Ferris Wheel concept - qualifying a prospect
8	October 21, 25	Chapter 9 <ul style="list-style-type: none"> - developing a presentation strategy - the pre-approach - objectives of the approach - types of contact used in the approach - the 6-step presentation plan
9	October 28, Nov. 1	Role Plays (Assign. #2 due), Chapter 10 <ul style="list-style-type: none"> - 4 parts to consultative sales presentation guide - 4 types of common questions - 3 types of presentation strategies - the selling dynamics matrix
10	November 4, 8	Quiz #2, Chapter 11 <ul style="list-style-type: none"> - what is a sales demonstration? - why is it important? - planning the demo - demonstrations sales tools
11	November 11, 15	Holiday, Chapter 12 <ul style="list-style-type: none"> - what is negotiation? - how to negotiate buyer concerns - 5 types of buyer concerns and ways to deal with them - specific ways of negotiating buyer concerns
12	November 18, 22	Chapter 13 <ul style="list-style-type: none"> - guidelines for closing the sale - closing clues - specific ways of closing the sale - what is the confirmation step?
13	November 25, 29	Role Plays (Assign. #3 due), Chapter 14 <ul style="list-style-type: none"> - what is customer service? - customer service methods - up-selling, post-sale problems, and follow-up - solving a customer's problems
14	December 2, 6	Chapter 16, (Assign. #4 due), Review <ul style="list-style-type: none"> - what are ethics? - factors that influence ethics
15	December 9 - 18	Final Exam (TBA)

Sales Simulation/Role Play – 35%

The purpose of this component is to provide you with a realistic opportunity to apply the major concepts that you will learn in this course. This role-play and simulation provides a bridge between classroom instruction and the real world of personal selling. You will prepare a series of four assignments. Each of the assignments has a written component and assignments 2 and 3 also involve role-plays. This part of the course is worth 35% of your total grade. Please have your groups of 3 submitted to me by Sept. 20 for this exercise.

Upon completion of the total assignment, you should be able to do the following:

- ◊ Plan and execute an effective pre-approach and approach by using the telephone to set up a sales appointment.
- ◊ Write an effective short sales proposal letter which highlights customer benefits and costs.
- ◊ Plan and execute an effective persuasive sales demonstration.
- ◊ Plan and execute a complete sales call including negotiating buyer resistance and closing the sale.
- ◊ Analyze a sales call noting the strengths and weaknesses of the planning and execution.

Assignment 1 - Develop a Prospect - 5% (Write-up due Oct. 4)

Acting as a sales representative for a major firm in Grande Prairie that sells _____, you have the task of selecting and developing a prospect. Your company has recently placed an ad in the Grande Prairie Daily Herald Tribune advertising your product/service. Included in the ad was a business reply coupon for potential customers to ask for more information about your product/service. Here is one of the following coupons that has appeared on your desk and that you have decided to follow up on:

Yes, I am interested in hearing more about <i>(your product/service)</i> . Please have a sales representative call me as soon as possible.	
NAME:	Tracy Howlett
COMPANY:	(make this up to suit your needs)
TITLE:	(make this up)
PHONE:	539-2711
COMMENTS:	Call on Mondays or Tuesdays between 2:30 and 3:30 p.m.

Your selling team must now get ready to telephone your prospect to qualify her, and determine which of your products/services, or combination of the sort, would best meet her needs. The primary objective of this call is to obtain a 20 minute sales appointment with the prospect.

Before initiating the call, you should prepare the following items (and pass in for grading purposes):

- ◊ Background Information on the company and the product/service you're selling
- ◊ Background Information on the Prospect you are Approaching and the Company they represent
- ◊ A Feature-Benefit Worksheet (Chapter 5)

NOTE: You are responsible for choosing the product-service that you will attempt to sell. Select a product or service that lends itself to a professional face-to-face selling situation. You may assume that your prospect has limited knowledge of the product or service that you are trying to sell.

The following products/services would be appropriate for this assignment.

- 1-800 toll free telephone service
- personal computer with printer
- farm or industrial equipment
- registered retirement savings plan
- stocks or mutual funds
- hotel accommodations and meals for a convention
- advertising space

Assignment 2 - The Pre-Approach – 10% (Telephone Call to take place the week of Oct. 28 – Nov. 1 and Write-up due Nov. 1)

Make the Call! Good Luck!

Once you have secured your appointment via telephone, you must do several things before actually meeting your sales prospect. You should (and pass in for grading):

- ◇ Make notes on your telephone discussion about information the prospect may have given to you, i.e. topics of interest to him/her, etc. that will help you establish a relationship with him/her in your meeting.
- ◇ Discuss the techniques you used to elicit information from your prospect, gain insight, and help build a relationship; i.e. information-gathering questions, probing questions, summary-confirmation questions etc.
- ◇ Briefly describe comments, compliments, or questions that helped you to establish a relationship with your prospect on the telephone (Chapter 9)
- ◇ Make notes on Buying Conditions, if any, that you discovered during your telephone call. (Sample on pg. 454)
- ◇ Discuss the strengths and weaknesses of your initial telephone call.
- ◇ Develop a 1 to 2- page sales proposal letter outlining the costs and benefits of your product. (This letter should be received by your prospect at least 24 hours before your appointment.)

Finally, you must *Plan and Rehearse a Sales Presentation* that will convince your prospect to buy your product.

Assignment 3 - The Approach – 15% (Sales Presentation to take place the week of Nov. 25 - 29 and Write-up due Nov.29)

During your sales call, you will execute a sales presentation for your prospect. In preparing for this, firstly, you should get a 3-ring binder with pockets for the development of a portfolio presentation. In this binder, you should prepare your presentation and demonstration, and product materials from your company should be

placed in your binder as part of your portfolio presentation. (You should use product strategy materials like the photos, price lists, awards, etc.)

You should also review the relationship information you uncovered during your telephone call and be prepared to discuss those topics with your prospect.

- ◊ Prepare a worksheet that matches the buying conditions of your prospect, with proof devices, and feature/benefits. Also prepare a confirmation question that verifies your prospect's agreement to your solution to each buying condition. (Chapters 10 & 11, Sample, pg. 466)
- ◊ Submit portfolio presentation (sample outline pg. 462).

Secondly, you should plan to anticipate and negotiate any objections and/or concerns your customer may have to your presentation. Therefore, prepare a negotiations worksheet to organize this part of your presentation. Prepare to negotiate time, price, source, and product objections.

- ◊ Submit Negotiations Worksheet. (Chapter 12, See Pg. 467 for sample)

Thirdly, you should strategically plan to close the sale with your customer. To do this, you need the customer's signature on the sales proposal form, which will guarantee your customer the products/services listed on the form. Follow the instructions carefully, and prepare a closing worksheet listing at least four closes using the methods outlined in Chapter 13 (2 of the methods should be the summary of benefits and the direct appeal.) Remember it is not your company's policy to cut prices, so you must have considered value-added strategies! Use proof devices to make your closes more convincing, and place them in the front pocket of your portfolio for easy access during your presentation.

- ◊ Submit Closing and Confirming the Sale Worksheet. (Chapter 13, See Pg. 468 for sample)

(In a real sales position, you would also complete a fourth step - you would plan to service the sale with your customer. After closing the sale, by getting the customer's signature, there are several steps you could take to add value and build customer confidence and satisfaction.)

- ◊ Submit your ideas on how you would service your new client.

Assignment 4 – Analysis of Sales Presentation – 5% (Write-up due Dec. 2)

After you have completed your sales call, you must prepare a 2-page analysis of your attempt to sell to your prospect. Your analysis should address the following points:

- ◊ Discussion of the strategy you used to make the sale.
- ◊ Discussion of the strengths and weaknesses of your sales call. You may use Assessment Form 3: Presentation Strategy (pg. 463) to aid you.
- ◊ The results of your selling attempt.
- ◊ Discussion of anything that you would do differently.