CUSTOMER SERVICE - BA 2710

GPRC, Department of Business Administration Fall Session, 1998, 3(3-0)

Basic Course Information:

Instructor:

Francois Fournier

Room - E401 (PR & Communications)

Phone - 539-2908

Office Hours:

Monday to Friday

By appointment

Transferability: Check with receiving university

Text:

Selling Today, Building Quality Relationships

Manning, Reece, MacKenzie Prentice Hall Canada Inc.

Text Usage:

The text will be used extensively. Additional

material will be provided as required.

Grading Scheme: Mid Term (Oct. 13)

25%

Assignments (4)

40%

Final Exam

35%

Total

100%

Assignments - 40%

Based on Guest Lectures. Upon the completion of each guest lecture, an assignment will be distributed. Students will be required to return the assignment on the prescribed date. Each assignment is worth 10%. Four assignments will be used for a total of 40% of the final grade.

Mid Term - 25%

The Mid Term will be based on inclass presentations and reading assignments. All material covered to Oct. 8, 1998 is eligible.

Final Exam - 35%

The Final exam will be based on the entire year with emphasis on material presented from Oct. 15th on. The content will be based on inclass presentations and reading assignments.

Course Description: This course prepares students to focus on customer service. Topics covered are: promptness, the building of customer confidence, individualized attention and consumer complaint issues. These issues are related to an overall marketing plan and a necessary attention to detail.

Course Objectives

- To understand principles of Customer Service and Relationship Building.
- To develop a positive philosophy of Selling as determined by Customer Service principles..
- To understand how Relationship Building. Customer Service and Selling interrelate.

Instructor Expectations

- Attendance. It is expected that students will attend each class.
 Exams and assignments are based on material presented in class.
- Participation. Interaction between student/teacher and student/student provides for a better learning environment. This activity is encouraged and appreciated.

Outline: Selling

	8/		Chapters
1,	Personal Selling:	Philosophy, ethics Relationship building	1, 3, 4
2.	Prospecting	Kelationship building	7, 8
3.	Qualifying:	Needs discovery	10
4.	Presentation;	(Questions to use) Product knowledge Competition	5
6.	Demonstration:	Feature benefit Approaching the customer Needs satisfaction	9. 10, 11
7.	Negotiating:	Custom fitting Buyer resistance	12, 13