

THREE RIVERS COMMUNITY COLLEGE  
**MARKETING PROGRAM**



**COURSE OF STUDY OUTLINE**  
**PRINCIPLES OF SELLING**  
**BMK 106**

**3 CREDITS**  
**TUESDAYS, THURSDAYS**

**FALL, 2006**

**INSTRUCTOR: IRENE W. CLAMPET**

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**OFFICE: ANNEX BUILDING, RM. # 13**

**OFFICE HOURS: TUESDAYS, THURSDAYS: 3 - 5 PM  
(or by appointment)**

TEXT:

Futrell, Charles, FUNDAMENTALS OF SELLING: Customers for Life, 9th edition, Irwin McGraw Hill: Boston, Massachusetts, 2006.

COURSE DESCRIPTION

This course is designed to prepare the student for professional selling of products, services, and ideas. It concentrates on the mutual satisfaction of buyers and sellers and the role of the salesperson. Topics studied include the communication process, customer service, sales territory management, and the seven steps in the selling process: prospecting, approach, presentation, demonstration, handling of objections, closing and follow-up. Practical application of these concepts in industrial sales, consumer sales, public service selling, and political campaigns are also studied through case studies, role-playing and student participation exercises.

COURSE LEARNING OUTCOMES:

Utilizing various methods of student participation, projects and testing, the students will demonstrate the following outcomes and skills by completion of this course of study:

- a. a mastery of the basic principles, concepts and terminology of professional selling activities;
- b. develop an understanding of personal selling as a marketing communications tool;
- c. be able to use specific professional techniques to handle objections and close a sale in sales presentation examples;
- e. demonstrate a grasp of the importance of good communication skills in professional selling;
- f. explore current job opportunities and sales career positions in the field of professional selling by using Internet websites;
- g. develop a professional sales presentation utilizing the seven steps, a service attitude and effective communication skills.

COURSE REQUIREMENTS

The student will be responsible for attendance, classroom participation, written and oral assignments (including role playing), four quizzes, a mid-semester exam, a term project and a final exam.

The course work will consist of assigned reading material, group discussions and decisions, analyses of cases and ethical dilemmas, lectures, research on Internet websites and utilization of student experience to illustrate concepts and examples.

The term project will consist of an individual sales presentation demonstrating learning from the course.

GRADING POLICY

The final grade will consist of the following factors:

4 Quizzes	20%
Attendance and Class Participation	10%
<b><u>SALES OUTLINE</u></b>	10%
<i>Professional Sales Demonstration</i>	10%
Mid-semester exam	25%
Final exam	<u>25%</u>
	100%

Four quizzes will be given and the lowest grade will be dropped.

##### **No make up quizzes will be given for any reason.**

\*Absence from a quiz will result in a 0 grade on that quiz.

\*Any problems relating to the completion of assignments or taking of exams must be discussed with the instructor in advance.

ABSENCE POLICY

Absences in excess of two class meetings in a row must be discussed with the instructor individually. After a total of three absences, the class participation grade will be penalized. If you are not here, you are not participating. Excessive absence OR failure to participate fully in class discussions and decisions will result in the lowering of the final class participation grade. Arriving late or leaving early from class will count as a partial absence. (1/4)

COLLEGE WITHDRAWAL POLICY

After the add/drop period and before the last week of the semester, a student may withdraw from a course by obtaining a "Withdrawal Request Card" from the Registrar. A grade of W, which does not affect QPA or class standing is recorded on the student's transcript to indicate formal withdrawal. Failure to withdraw officially from a course may result in academic probation.

A student will not be given an incomplete grade unless that is requested in writing before the final exam. Such a request must also be approved in advance by the Dean of Instruction.

TERM PROJECT

The student will receive a separate assignment sheet detailing the requirements for the term project. It will be distributed during the second half of the term and will include due dates.

\*\*Failure to attend class on the day of your sales presentation **OR** failure to submit the **outline IN ADVANCE** by **November 16, 2006** will result in a **zero** grade for your presentation.

**#####IMPORTANT DATES: NOTE WELL:**

**QUIZ # 1 THURSDAY, SEPT. 21, 2006**  
**QUIZ # 2 TUESDAY, OCT. 10, 2006**

***MIDSEMESTER EXAM THURSDAY OCT. 26, 2006***

**QUIZ # 3 THURSDAY, NOV. 14, 2006**  
**QUIZ # 4 THURSDAY, NOV. 30, 2006**

***\*\*\*PRESENTATION OUTLINES DUE: THURSDAY, NOVEMBER 16, 2006 OR***  
***PRIOR TO THAT DATE***

**SALES PRESENTATIONS: DECEMBER 5<sup>th</sup>, 7<sup>th</sup>, and 12<sup>h</sup>, 2006**

***FINAL EXAM THURSDAY DEC. 14TH, 2006***  
***(tentative date)***

**RECOMMENDED PERIODICALS**

(many of these publications are also available on line)

ADWEEK	MARKETING NEWS
ADVERTISING AGE	JOURNAL OF AMERICAN MARKETING
BUSINESS WEEK	THE NEW YORK TIMES, BUSINESS PAGES
CONSUMER REPORTS	SALES AND MARKETING MANAGEMENT
DISCOUNT STORE NEWS	JOURNAL OF PERSONAL SELLING
FORBES	THE WALL STREET JOURNAL
FORTUNE	WALL STREET WEEK
HARVARD BUSINESS REVIEW	JOURNAL OF RETAILING
INC. MAGAZINE	DISCOUNT STORE NEWS

**INTERNET WEB SITES:**

[www.salesandmarketing.com](http://www.salesandmarketing.com)  
[www.creativeselling.com](http://www.creativeselling.com)  
[www.citysearch.com](http://www.citysearch.com)  
[www.census.com](http://www.census.com)  
[www.3m.com/](http://www.3m.com/)

[www.adage.com](http://www.adage.com)  
[www.adnews.com.av/](http://www.adnews.com.av/)  
[www.ceo.com](http://www.ceo.com)  
[www.nordstrom-pta.com/](http://www.nordstrom-pta.com/)  
[www.uspto.com/](http://www.uspto.com/)

TEXT: FUNDAMENTALS OF SELLING, 9<sup>TH</sup> EDITION  
 BY CHARLES FUTRELL

<u>WEEK #</u>	<u>TOPIC</u>	<u>CHAPTER #</u>
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***PART 1 SELLING AS A PROFESSION***

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| 1. THE LIFE, TIMES, CAREER OF THE PROFESSIONAL SALESPERSON | 1 |
| 2. RELATIONSHIP MARKETING: WHERE PROFESSIONAL SELLING FITS | 2 |
| 3. ETHICS FIRST, THEN CUSTOMER RELATIONSHIPS               | 3 |

***PART 2 PREPARATION FOR RELATIONSHIP SELLING***

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| 4. THE PSYCHOLOGY OF SELLING, WHY PEOPLE BUY                  | 4 |
| 5. COMMUNICATION FOR RELATIONSHIP BUILDING: IT’S NOT ALL TALK | 5 |
| 6. SALES KNOWLEDGE: CUSTOMER, PRODUCTS AND TECHNOLOGIES       | 6 |

***PART 3 RELATIONSHIP SELLING PROCESS***

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| 7. PROSPECTING: THE LIFEBLOOD OF SELLING            | 7  |
| 8. PLANNING YOUR SALES CALL IS A MUST               | 8  |
| 9. CAREFULLY SELECT WHICH SALES PRESENTATION METHOD | 9  |
| 10. BEGIN YOUR PRESENTATION STRATEGICALLY           | 10 |
| 11. ELEMENTS OF A GREAT SALES PRESENTATION          | 11 |
| 12. WELCOME YOUR PROSPECT’S OBJECTIONS              | 12 |
| 13. CLOSING BEGINS THE RELATIONSHIP                 | 13 |
| 14. SERVICE AND FOLLOW-UP FOR CUSTOMER RETENTION    | 14 |

***PART 4 MANAGING YOURSELF, YOUR CAREER AND OTHERS***

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| 15. TIME, TERRITORY, AND SELF-MANAGEMENT: KEYS TO SUCCESS | 15 |
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**TIME PERMITTING**

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| PLANNING, STAFFING, AND TRAINING SUCCESSFUL SALESPEOPLE | 16 |
| MOTIVATION, COMPENSATION, LEADERSHIP AND EVALUATION     | 17 |