

THREE RIVERS COMMUNITY COLLEGE  
**MARKETING PROGRAM**



**COURSE OF STUDY OUTLINE**

**PRINCIPLES OF SELLING**  
**SPRING, 2015**

**MONDAYS, WEDNESDAYS, FRIDAYS: 10:00-10:50 AM**

ROOM: D 122

CRN# 12049

**INSTRUCTOR: IRENE W. CLAMPET**

**OFFICE PHONE:** (860) 215-9414 (VOICE MAIL)

**E-MAIL:** [iclampet@trcc.commnet.edu](mailto:iclampet@trcc.commnet.edu)

**OFFICE:** Room C-126

**OFFICE HOURS:** MONDAYS, WEDNESDAYS: 12:30-2:00 PM  
(or by appointment)

TEXT:

Futrell, Charles, **FUNDAMENTALS OF SELLING: Customers for Life Through Service, 13th edition**, McGraw Hill: Boston, Massachusetts, 2014. • ISBN # 978-0-07-786101-8

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. demonstrate a grasp of the importance of good communication skills in professional selling
- d. be able to use specific professional techniques to handle objections, close a sale and follow-up in sales presentation examples;
- e. explore current job opportunities and sales career positions in the field of professional selling;
- f. 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 Social Media 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.

**NOTE WELL: GRADING POLICY**

The final grade will consist of the following factors:

4 Quizzes	30%
Attendance and Class Participation	10%
<b><u>SALES OUTLINE</u></b>	5%
<b><u>PROFESSIONAL SALES DEMONSTRATION</u></b>	5%
Mid-semester exam	25%
Final exam	<u>25%</u>
	100%

##### **No make up quizzes will be given FOR ANY REASON.**

**I do not evaluate excuses or accept doctor's notes.**  
**NO EXCEPTIONS! THIS MEANS YOU!**

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

\*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**

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 Monday, May 11, 2015, 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** will result in a **zero** grade for your presentation. **NO EXCEPTIONS!**





**DISABILITY POLICY STATEMENT:**

If you have a disability that may affect your progress in this course, please meet with a Disability Service Provider (DSP) as soon as possible. Please note that accommodations cannot be provided until you provide written authorization from a DSP.

<b>TRCC Disabilities Service Providers</b> Counseling & Advising Office Room A-119	
<b>Matt Liscum</b> (860) 383-5240	<ul style="list-style-type: none"><li>• Physical Disabilities</li><li>• Sensory Disabilities</li><li>• Medical Disabilities</li><li>• Mental Health Disabilities</li></ul>
<b>Chris Scarborough</b> (860) 892-5751	<ul style="list-style-type: none"><li>• Learning Disabilities</li><li>• ADD/ADHD</li><li>• Autism Spectrum</li></ul>