



THREE RIVERS COMMUNITY COLLEGE

Course Of Study Outline

Fall, 2011

Principles of Selling

Wed: 6:30 P.M. - 9:15 P.M.

3 Credits

Instructor: **Gary Tobias**

Office Hours: upon request

COURSE DESCRIPTION

This course is designed to prepare students for professional selling of products, services, and ideas. It concentrates on the mutual satisfaction of both buyers and sellers and the role of the salesperson. Topics studied include the communication process, 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 is also examined through case studies, role-playing, and student participation exercises.

TEXT

Ingram, Thomas N., Raymond W. LaForge, Ramon A. Avila, Charles H. Schwepker, Jr., and Michael R. Williams Sell, 2011 edition. Mason, OH: South-Western, Cengage Learning.

COURSE OBJECTIVES AND LEARNING OUTCOMES

Using various methods of student participation, the students will demonstrate the following learning and skills at the completion of this course of study:

- a. A mastery of the basic principles, concepts and terminology of today's selling environment through discussion, projects and testing.
- b. Develop an understanding of the interrelationship of selling principles and marketing strategy through the development of a sales strategy.
- c. Be able to use specific selling vocabulary to explain sales business organization and operation in all their projects.
- d. Demonstrate an ability to participate in the decision making process as it relates to selling through the development of a comprehensive sales plan.
- e. Develop an awareness of the importance of sales in a consumer-oriented society.

f. Discuss career opportunities in the field of selling using Internet sources and other course related activities to identify and assess those opportunities.

COURSE REQUIREMENTS

The student will be responsible for attendance, classroom participation, written and oral assignments, three quizzes, two mid-semester exams, a term project (prepared and presented by small groups of about two or three students each) and a final exam.

The course work will consist of assigned reading material, group discussions and decisions, analyses of cases, lectures, and use of student experience to illustrate concepts and examples within the selling environment.

The term projects will consist of small student-groups developing selling presentations using learning from this course.

GRADING POLICY

Final grade determination will consist of the following factors:

- 3 quizzes	6% each	18%	
- 2 mid-semester exams	18% each	36%	
- Final exam	18%	<u>18%</u>	72%
- Class participation, attendance, and group contribution	18%	18%	
- Term project	10%	<u>10%</u>	<u>28%</u>
			100%

Absence from a quiz will result in a zero grade on that quiz.

Failure to attend class on the day of your group's scheduled presentation will result in a zero grade for that presentation for the absent member. Any problems relating to the completion of assignments or taking of exams must be discussed with the instructor in advance.

ABSENCE POLICY

Excessive absence or failure to participate meaningfully 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. Keep the instructor apprised of your circumstances as they pertain to this course of instruction -- just as you would keep an employer or sales manager informed.

TERM PROJECT

Each 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 it will include due dates. You will be assigned to a group chosen by the instructor, but the nature and scope of your sales presentation will be the decision of the group.

CLASS PARTICIPATION

Each class meeting, each student is encouraged to submit pertinent articles, Internet printouts and examples throughout the term to illustrate elements of selling currently being studied. The contributions made to the class discussions from these examples will favorably effect the student's class participation grade. These examples can be from popular media and do not need to be from professional journals or sites.