

MKTG A110: PROFESSIONAL SELLING

Item	Value
Curriculum Committee Approval Date	02/28/2022
Top Code	050940 - Sales and Salesmanship
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)
Local General Education (GE)	• Area 7E Self-Development (CE1)
Associate Arts Local General Education (GE)	• Area 7 Life Skills, Lifelong Learning, and Self-Development 7A Theory/ Non-activity (OE1)

Course Description

Theory and practices of the relational selling process. Covers the basic steps in organizing, developing, and preparing a professional sales presentation. Builds self-confidence and competence in selling oneself as well as products, service, and ideas. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Organize, develop and prepare a written professional sales presentation for a product or service.
2. Prepare and deliver an effective sales presentation for a product or service.

Course Objectives

- 1. Define the steps included in the selling process.
- 2. Identify the needs of potential buyers.
- 3. Demonstrate the skills of the selling process.
- 4. Employ effective selling strategies and techniques.
- 5. Demonstrate knowledge of ethical issues in professional selling
- 6. Demonstrate an understanding of how to qualify prospects.
- 7. Prepare and deliver a sales presentation.
- 8. Describe the nature and purpose of professional selling.

Lecture Content

THE FIELD OF SELLING Professional selling: Its important and perspectives Selling and sales people Building partnering relationships Ethical and legal issues in selling Cultural issues in professional selling KNOWLEDGE AND SKILL REQUIREMENTS Understanding buying behavior and the buying process Using communication principles to build relationships Understanding

yourself and communicating a positive sales image Creating a positive buying-selling climate Know your industry, company, products, and competition Adaptive selling for relationship building Listening: the key to effective selling ANATOMY OF THE SELLING PROCESS Prospecting: Identifying high potential prospects Preparing the sales presentation Opening the interview: Developing verbal and nonverbal rapport Probing for buying needs Delivering the sales presentation: Strengthening the presentation Managing buying resistance: Responding to objections Obtaining commitment and closing the sale Building long term partnerships: Servicing the account SPECIAL APPLICATIONS Formal negotiating Selling to resellers Telemarketing Using Technology ; Communication system METHODS OF MAINTINGING A PROFESSIONAL SALES CAREER Managing your time, self and territory Sales management Managing within your company Preparing for a sales career Managing your career

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

Lecture/discussion; role play; class interaction; guest speakers; feedback on sales performance, discussion board, video where appropriate

Reading Assignments

Students will spend a minimum of 3 hours per week reading the textbook and/or other reading materials as assigned.

Writing Assignments

Students will spend a minimum of 2 hours per week writing project papers.

Out-of-class Assignments

Students will spend a minimum of 3 hours per week completing cumulative assignments as required for the term project.

Demonstration of Critical Thinking

Classroom participation; homework assignments; presentation; quizzes and examinations.

Required Writing, Problem Solving, Skills Demonstration

Homework assignments; essay questions; written sales plan.

Textbooks Resources

1. Required Anderson, Rolph and Alan Dubinsky. Personal Selling, ed. Boston: Houghton Mifflin, 2003 Rationale: -