

Course Outline

**Department of Marketing, International Business and
Entrepreneurship
School of Business and Economics**

**MKTG 3450-3
Professional Selling (3,0,0)**

Calendar Description

Students examine an overall view of the professional selling function. They will come to understand the role of personal selling in marketing and society and its application within organizations. Topics include relationship selling opportunities; creating value with a relationship strategy; developing a relationship strategy; communication styles; creating production solutions; buying process and buyer behavior; approaching the customer; developing and qualifying a prospect base; determining customer needs; sales demonstration; negotiating buyer concerns; and closing and confirming the sale.

Educational Objectives/Outcomes

Upon completing this course, students will be able to:

1. Discuss the different career opportunities for salespeople.
2. Explain the concept of value-added selling.
3. Employ the major elements of an effective relationship strategy.
4. Adapt different communication styles in various selling scenarios.
5. Illustrate the different steps in the selling process: prospecting, approaching, qualifying, questioning, demonstrating, negotiating and closing the sale.
6. Apply effective sales skills and techniques in a variety of selling situations.
7. Demonstrate effective communication, listening, presentation, time management and planning skills.

Prerequisites

MKTG 2430 or MKTG 3430

Note: Students cannot receive credit for both MKTG 3450 and HMGT 2120 (C+ or higher).

Texts/Materials

Manning, Reece, Mackenzie, Selling Today, 6th Canadian Edition, Pearson.

Student Evaluation

Quizzes	0-10%
Term test(s)	20-50%

Participation/attendance	0-10%
Case studies/research projects/assignments	10-50
Role play or negotiation project	10-30%
Final exam	0-30%

Term tests and final exams must not make up more than 70 percent of evaluation and group work must not make up more than 50 percent.

Course Topics

Mandatory Topics

1. Relationship Selling Opportunities
 - Definition of personal selling and philosophy
 - Employment opportunities and settings
 - Sales training
2. Creating Value with a Relationship Strategy
 - Evolution of personal selling
 - Personal selling and the marketing mix
 - Strategic/consultative selling
 - Value creation selling
3. Developing A Relationship Strategy
 - Emotional intelligence
 - Self-concept, “win-win” strategies
 - Verbal and non-verbal communication
 - Strategies for self-improvement
4. Communication Styles
 - Adaptive selling
 - Style bias, style flexing
 - Communication style principles
 - Communication style model
5. Creating Product Solutions
 - Designing a product configuration
 - Written proposals
 - Know your product, company, competition
 - Product positioning, pricing
6. Buying Process and Buyer behaviour
 - Consumer versus business buyers
 - Types of business buying situations
 - Buying motives
7. Approaching the Customer
 - Planning the approach
 - Presentation objectives
 - Developing a presentation plan
 - Types of approaches
8. Developing and Qualifying A Prospect Base

- Prospecting planning
- Sources of prospects
- Qualifying prospects

9. Determining Customer needs

- Questioning strategy
- SPIN selling model
- Types of questions

10. Sales Demonstration

- Need satisfaction selling strategies
- Guidelines for value-added presentations
- Presentation tools

11. Negotiating Buyer Concerns

- Definition of negotiations
- Planning
- Types of buyer concerns
- Methods of negotiating

12. Closing and Confirming the Sale

- Guidelines for closing
- Closing clues/ buying signals
- Methods for closing
- Confirming the sale

Optional Topics

Ethics

Servicing the Sale

Managing the Self

Sales Force Management

Methods for Prior Learning Assessment and Recognition

As per TRU policy

Attendance Requirements – Include if different from TRU Policy

As per TRU policy

Special Course Activities – Optional

Use of Technology – Optional