

*Grande Prairie Regional College
Department of Business Administration*

SEP. 13 2001

BA 2070 Personal Selling (3-0, 3 credits)

Course Outline Fall 2001 Section A2

- Instructor:** Curt Farrell
- Office Particulars:** C301
Tel: 539-2095
E-mail: cfarrell@gprc.ab.ca
- Office Hours:** Tuesday & Thursday, 8:00 – 9:30 a.m. or by appointment
Appointment is usually best.
- Required Text:** Manning, Gerald L., Reece, Barry L., & Mackenzie, H.F. (Herb). (1998), Selling Today, Building Quality Partnerships (2nd. Cdn. Ed.), Scarborough, Ont.: Prentice Hall.

This text provides the bulk of material you will study for this course and will be used extensively. I may also provide you with handouts, articles, case studies, or other materials. These are to be read and prepared, as you would a textbook chapter. If in-class time is to be used effectively, you should do the required reading before class.

Prerequisite: BA1090 or consent of instructor

Course Description:

This course is designed to familiarize students with the principles, concepts, and terminology of personal selling. Lectures examine the sales process, paying particular attention to prospecting, the pre-approach, the approach, the sales interview, buyer resistance, and closing. Sessions are augmented with films, guest lectures, case studies, when appropriate. Students will participate in a sales simulation/role play that will allow them to experience the process of prospecting, presenting, and closing the sale.

Course Format:

BA 2070 consists of 160 minutes of weekly instruction Tuesday and Thursday, 10:00 - 11:20 a.m. The classwork will include a combination of lectures, class discussions, videos, group work and presentations, and guest speakers.

Course Objectives:

The objectives for this course are

- To acquaint students with the terminology, techniques, and concepts of personal selling.
- To familiarize students with the four broad strategic areas of personal selling
- To outline the role of personal selling in the overall management marketing framework.
- To understand the expanding role and use of technology in the area of personal selling.
- To demonstrate the value of persistence, integrity, and honesty in all selling activities.
- To develop an understanding of the communication skills, in particular listening and probing techniques, used in the personal selling process.
- To comprehend the true meaning of the word "Customer"

University Transferability:

Some universities and many professional organizations will accept this course as credit. Check with the receiving university or institution for confirmation.

Course Evaluation:

The following components will determine your grade

Class Participation	10%
3 Quizzes	30%
Sales Role Play / Optional Project	35%
Case Study	25%

Participation

To get the most out of this class, regular attendance and active participation is required. In addition, your classmates' learning can be improved by your constructive participation in class. Attendance will be taken at each class, and I will monitor your active and constructive contribution to the class' learning. Your participation grade, worth 10% of the final grade, will reflect both of these components.

Quizzes

There will be 3 Quizzes, each worth 10% each, and will therefore contribute to 30% of your final grade. The purpose of these quizzes is to ensure that you have learned the material presented before we continue forward in the course. Each quiz will consist of a combination of multiple-choice and/or reverse definitions, a number of short answer questions, and a couple long answer questions. They will take approximately 75 minutes to complete.

Sales Role Play

The purpose of this component is to provide you with a realistic opportunity to apply the major concepts that you will learn in this course. This role-play and simulation provides a bridge between classroom instruction and the real world of personal selling. In groups of 3, you will prepare and execute a sales presentation. Details of this assignment are provided to you on a separate handout. This role-play project is worth 35% of your total grade.

Optional Project

If you so choose you may participate in an optional project which will be explained to you by Francois Fournier on September 11. This could be an individual or group project and would be worth 35% of your total grade.

Case Study

This component is designed to provide you with another opportunity to apply the major concepts you have learned, in a real world setting. It will be an open book exercise completed during our last class. This is an **INDIVIDUAL** exercise and will contribute 25% of your total grade.

Key Dates for BA 2070:

September 25	Quiz #1
October 11	Quiz #2
October 25	Submit Groups and Proposed Product/Service
November 15	Telephone Contact Complete
November 22	Quiz #3
December 4	Sales Presentation Complete
December 6	Case Study
December 8	Analysis of Sales Report Due

The Road to Success in BA 2070:

- Read the textbook before the material is covered in class
- **Attendance** is critical for success in BA 2070
- **Participate** actively in all in-class discussions and activities
- **Learn** from your classmates.
- **Be** constructive, not critical.
- **HAVE FUN WHILE LEARNING!**

Course Schedule – BA 2070 - Section A2

Week	Date	Topics / Readings
1	September 6	Course Outline, Introduction
2	September 11, 13	Chapters 1, 2
3	September 18, 20	Chapters 3, 4
4	September 25, 27	Quiz #1, Chapter 5
5	October 2, 4	Chapters 6, 7
6	October 9, 11	Chapter 8, Quiz #2
7	October 16, 18	Chapter 9
8	October 23, 25	Chapter 10, Submit Group and Proposed Product / Service
9	October 30, Nov. 1	Chapter 11
10	November 6, 8	Chapter 12
11	November 13, 15	Chapter 13
12	November 20, 22	Chapter 14, Quiz #3
13	November 27, 29	Chapter 15, 16
14	December 4, 6	Review, Case Study

Sales Role Play

Purpose

Although professional selling is based upon a body of knowledge, the art of selling is primarily a skill. This exercise will give you an opportunity to develop selling skills using the theory that you have studied.

Upon completion of this exercise you should be able to do the following:

- Plan and execute an effective pre-approach and approach by using the telephone to set up a sales appointment.
- Write an effective, short sales proposal letter which highlights customer benefits and costs.
- Plan and execute an effective persuasive sales demonstration.
- Plan and execute a complete sales call including negotiating buyer resistance and closing the sale.
- Analyze a sales call noting the strengths and weaknesses of the planning and execution.

Instructions

You are a sales representative for _____ a firm that sells _____ (product or service). Your company has recently placed an ad in the *Grande Prairie Daily Herald Tribune* advertising your product / service. Included in the ad was a business reply coupon for potential customers to ask for more information about your product/service. The following coupon has appeared on your desk.

Yes, I am interested in hearing more about _____ (your product / service).
Please have a sales representative call me as soon as possible.

NAME: Curt Farrell

COMPANY: (make this up to suit your needs)

TITLE: (make this up)

PHONE: 539-2095

COMMENTS: Call on Tuesdays or Thursdays between 8:00 a.m. and 9:00 a.m.

Mr. Farrell sounds like an excellent prospect. You and your sales team (i.e., two other class members who will do this project with you) must now telephone your prospect to qualify him and determine which of your products / services would best meet his needs. The primary objective of this call is to obtain a 20 minute sales appointment at a later date, with Mr. Farrell.

After you have secured your appointment, you must do two more things before calling on Mr. Farrell. Firstly, Mr. Farrell requires a minimum 1.5 to 2 page (single spaced) sales proposal letter outlining the costs and benefits of your product / service. Secondly, you and your team must plan and rehearse a persuasive sales presentation that will convince Mr. Farrell to buy your product / service.

Now that you have prepared you and your team are ready to make the sales call. Remember you only have 20 minutes. You must present your product / service, negotiate any buyer resistance, and close the sale within this period of time. Careful preparation will be needed to accomplish this task.

After you have completed your sales call, you and your group must prepare a minimum 2 to 3 page (single spaced) analysis of your attempt to sell Mr. Farrell your product or service. Your analysis must address the following points:

- Background information on your product / service
- A customer profile of Mr. Farrell.
- Discussion of the strategy you used to make the sale (details)
- Discussion of the strengths and weakness of your initial phone call, your sales proposal, and your sales call (details).
- The result of your selling attempt (e.g., sale, no sale, sale pending)
- Discussion of anything that you and your team would do differently (or the same) if you were given another chance (lots of details)

NOTE. You are responsible for the choosing of the product or service that you will attempt to sell. Select a product or service that would lend itself to a professional face-to-face selling situation. You may assume that your prospect has limited knowledge of the product or service that you are selling.

The following products / services would be appropriate for this assignment:

- 1-800 toll-free telephone service
- Personal computer with printer
- Farm or industrial machinery
- Registered retirement savings plan
- Stocks or mutual funds
- Hotel accommodations and meals for a convention
- Virtually anything you can dream up

Timeline

October 25

- Groups formed (choose your own – maximum of three members per group)
- Proposed product / service submitted for proposal

November 1 - 15

- Initial telephone contact made

November 20 – December 4

- Sales proposal sent
- Sales presentation completed

December 8

- Analysis of sale report due

Assessment

This assignment is worth 35% of your final grade. Each member in your group will receive the identical grade. The grade for this project will be broken down as follows:

Initial Phone Contact	20%
Sales Proposal	20 %
Sales Presentation	30%
Analysis of Sale Report	30 %

Each component of the project must be as **professional** as possible. For example, your proposal and report must be typed and error-free. Watch grammar, usage and punctuation. Also when you make your sales call, make sure that you look, and conduct yourselves like professional sales people.