

Grande Prairie Regional College
Department of Business Administration

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

Course Outline Fall 2003

Instructor: Lori Rae

Contact: (780) 539-2711 or Lpalmer@gprc.ab.ca, Room C406

Prerequisite: BA 1090 or consent of instructor

Text: Manning, Gerald L., Reece, Barry L., & Mackenzie, H.F. (Herb). (2001), **Selling Today, Building Quality Partnerships (2nd. Can. Ed.)**, Scarborough, Ont.: Prentice Hall.

Course Description:

This course is designed to introduce students to the principles, concepts, and terminology of personal selling. Lectures will examine the sales process, paying particular attention to prospecting, the pre-approach, the approach, the sales interview, buyer resistance, and closing. Students will participate in a sales simulation/role play that will allow them to experience the process of prospecting, presenting and closing the sale.

Grading:	Class Participation	10%
	2 Mid-Term Exams (15% each)	30%
	Sales Simulation/Role Play Project	35%
	Final Exam	25%

Sales Simulation/Role Play:

The purpose of this project is to provide you with a realistic opportunity to apply the major concepts that will be learned in this course. In groups of three, you will prepare a series of four assignments. Each assignment has a written component and assignments 2 and 3 also have a role-play component. Assignment 1 will be worth 5%, assignment 2 – 10%, assignment 3 – 15%, and assignment 4 – 5%.

Course Content:

- Developing a personal selling philosophy for the new economy.
 1. Personal selling and the marketing concept
- Developing a relationship strategy.
 1. Creating value with a relationship strategy
 2. Communication styles
- Developing a product strategy.
 1. Creating product solutions
 2. Developing product-selling strategies
- Developing a customer strategy.
 1. Understanding buyer behavior
 2. Developing a prospect base
- Developing presentation strategy.
 1. Approaching the customer
 2. Creating the consultative sales presentation
 3. Custom fitting the sales demonstration
 4. Negotiating buyer concerns
 5. Closing the sale
 6. Servicing the sale
- Management of self and others.
 1. Management of self: The key to greater productivity
 2. Ethics

Key Dates to Remember:

Oct. 3	Assignment #1 due
Oct. 6 or 10	First Mid-Term
Oct. 31	Assignment #2 due
Nov. 3 or 7	Second Mid-Term
Nov. 28	Assignment #3 due
Dec. 1	Assignment #4 due
Dec. 10 – 19	Final Exam (TBA)