

**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](mailto: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 (2<sup>nd</sup>. 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 course project utilizing the skills they learn in class in a practical and actual sales situation.

<b>Grading:</b>	Class Participation	10%
	Sales Assignment	40%
	Class Presentation	10%
	Self/Partner Assessment	10%
	Quizzes and Assignments	30%

**Class Participation/Attendance:**

Regular attendance and constructive participation will be key to the success of this course. We can learn a great deal from each other's experiences and different methods of communication, which is the foundation of this course.

**Sales Assignment:**

The journal entries will consist of bringing together the main project of the course. In pairs you will sell advertising space to businesses (prospects) in the community. The journal will be an exploration of your experience with the project and will include both your successes and failures. A list of thoughtful questions (attached) will be provided to help guide you through the journal entries process. Each pair will be required to approach a minimum of 6 businesses in the community.

**Class Presentation:**

Near the end of the course each pair will give a brief presentation to the class. The presentation should contain what you learned from your selling experience as well as any selling tools that you found that worked well for you (why?) and tools that didn't work very well (why?). Also, answer the question if this is a career that you would like to pursue? Why or why not?

**Self/Partner Assessment:**

Since you will be depending fairly heavily on your partner for your success in this class I feel that it is only fair to give you the opportunity to assess your partner's work ethic as well as your own.

**Quizzes/Assignments:**

There will be chapter assignments or quizzes given at the end of each chapter. There will be no final exam.

**Course Content:**

- Personality traits for sales success
- Using time effectively
- Business Creation – Prospecting
- The First Contact
- The consultative selling process
- The anatomy of the first visit
- Presentations
- Negotiating skills
- Customer relationship building
- The territory plan – strategies and tactics
- Professional behavior and development
- The psychology of selling.

