



BMGT 1270

Division: Business and Technology

Department: Business Management

Course: BMGT 1270

Title: Sales and Customer Service

Catalog Description:

This is a comprehensive and pragmatic course that looks into the theory and application of sales and customer service. This course focuses on the traditional and contemporary thinking and practices of the subject.

Numerous sales presentations will be made in front of the class. The culmination of the course is a final sales presentation. It is an opportunity to apply what was learned throughout the term.

General Education Requirements: N/A

Semesters Offered: Fall

Credit/Time Requirement: Credit: 3; Lecture: 3; Lab: 0

Clock/Hour Requirements: 0

Offered for Non-Credit: No

Prerequisites: None

Justification:

Personal selling is critical in the business world. We sell ourselves every day of our lives. This course is a study of the fundamentals of salesmanship emphasizing the behavioral aspects of the communication process and a systematic approach to selling. The course utilizes a consultative approach to selling.

Student Learning Outcomes:

Upon successful completion of this course, students will be able to do or know the following:

- Examine a career in professional selling.
- Understand the differences traditional and consultative or relationship selling.
- Appreciate the ethical and legal issues in selling.
- Recognize a preferred selling style.
- Prepare for success in selling through many sales presentations.
- Become a master prospector.
- Identify needs by questioning and listening.
- Negotiate sales resistance.
- Become a master closer.

Content:

- To develop an understanding of the universality of the principles of selling in their application to any kind of human endeavor--social, political, theological, as well as business.
- To instill a professional attitude in students toward business in general and toward the selling

profession in particular.

- To see the role of the salesperson as a marketing individual responsible for performing all managerial functions of marketing as the firm's direct representative in the marketplace.
- To help the student understand the vital role of professional selling, its relationship to other functions of marketing, and to all functions of the business enterprise.
- To examine the operational side of selling in all pertinent functional areas that contribute to the success of marketing in the firm and to the success of the business as it operates in the marketplace.
- To show the professional opportunities available to the student who may wish to investigate and pursue a career in sales and sales management.

Part One Relationship Building and the Sales Cycle Framework

- A Career in Professional Selling
- Consultative or Relationship Selling

Part Two Cultivating an Ethics Climate and Developing Communication Skills

- Ethical and Legal Issues in Selling
- Consumer Behaviour and the Communication Agenda
- Finding your Selling Style

Part Three Gaining Knowledge, Preparing, Planning for the Presentation

- Preparation for Success in Selling
- Becoming a Master Prospector
- Preapproach and Telephone Techniques

Part Four The Face-to-Face Relationship Model of Selling

- Approaching the Prospect
- Identifying Needs by Questioning and Listening
- Making the Presentation
- Negotiating Sales Resistance
- Closing the Sale

Part Five Management Aspects: Personal and Organizational

- Customer Service and Follow-up After the Sale
- Time, Territory, and Personal Management
- Sales Force Management

"Regardless of what you ultimately do for a living, you will be selling yourself and your ideas to somebody every single day of your life!"

General Education Outcomes:

3) Speak effectively in a variety of contexts.

Students are expected to deliver numerous sales presentations in a variety of settings. Students will give informational, persuasive and motivational sales presentations. Public speaking techniques and strategies will be studied and used with individual presentations.

8) Apply ethical reasoning to a variety of contexts.

Students will learn the inherent ethical challenges set forth with traditional sales positions which are generally compensated by an incentive formula. The relationship between individual ethics and corporate ethics must be understood when assessing human behavior. Students will learn to manage ethical conflicts that arise between individual employee values and management values.

Key Performance Indicators:

Methods Used to Assess Learning:

- Lectures to explain, expand and supplement text assignments
- Class discussion on text assignments
- Case studies to generate thinking and problem-solving ability
- Applied imagination and creative thinking to current problems
- Examinations
- Oral sales presentations
- Assignments

Class Discussion on Text Assignments:

- Understanding of terms, methods, and the managerial process is essential in building a foundation for thought and problem solving in marketing.
- Questions from the class should stimulate productive discussions.

Case Studies and Sales Project:

- Case problems will be assigned from time to time for class discussion. Although written reports on the cases will not be required; it is suggested that students make notes prior to the class period that will aid them in contributing to the class discussion.
- Creativity and applied imagination are essential in the solution of sales and marketing problems.
- Class participation will serve as a basis for grading.
- Sales project will be to prepare a 15-minute sales presentation on the product of your choice.
- Incorporate as many class things covered or learned in this class as possible into your presentation. Each student will also fill out Sales Critique sheet on other presenters.

Three exams, class assignments and sales presentations, final sales presentation, class attendance and participation will be used to assess study progress. Student will be assessed as follows:

Exams 50%

Sales Presentations 30%

Final Presentation 10%

Attendance and Participation 10%

Representative Text and/or Supplies:

Selling: The Profession, David Lill, DM Bass (current edition)

Optimum Class Size: 24

Maximum Class Size: 32

Signatures:

I hereby submit this course syllabus:

Russ Johnson, MIM, Assistant Professor

I hereby find this course consistent with the goals and resources of the Business Management Department:

Russ Johnson, MIM, Assistant Professor, Chair

I hereby find this course consistent with the goals and resources of the Business and Technology Division:

Doug Dyreng, MS, Associate Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

Michelle Olsen, MLS, Campus Librarian (Richfield Campus)