

# BUS 0284 - SELLING DYNAMICS

## Catalog Description

Formerly known as BUS 124

Hours: 54 lecture

Description: Demonstrates the importance of effective personal selling techniques, communication skills and organizational success. The course will examine the personal selling philosophy and career opportunities in professional consumer and business selling. Explore the presentation process, presentation strategies and trade shows. Techniques are illustrated in the steps of selling: approach, sales demonstration, overcoming objections, negotiation, closing, and servicing the sale. Examine the social, ethical, and legal issues of selling. This course is recommended for any student who wants to develop better personal and selling techniques for resume, job or promotion opportunities. (CSU)

## Course Student Learning Outcomes

- CSLO #1: Compare and analyze different selling models used in business-to-business and business-to-consumer sales, including compensation, territory management and prospecting methods.
- CSLO #2: Evaluate individual steps in a successful selling strategy, including prospecting, approach, needs assessment, answering objections, closing and servicing the sale.
- CSLO #3: Design and present a complete selling script or a professional selling presentation.

## Effective Term

Fall 2020

## Course Type

Credit - Degree-applicable

## Contact Hours

54

## Outside of Class Hours

108

## Total Student Learning Hours

162

## Course Objectives

Through written and/or oral activities the student will:

1. Evaluate the importance of selling in the economic development of our society.
2. Analyze ethics in dealing with salespeople, management's social responsibilities, and what influences ethical behavior of management and salespeople.
3. Analyze various sales presentation strategies and presentation methods and compare and contrast techniques for improving their effectiveness.
4. Design and present a sales presentation that includes visual aids.

5. Understand the difference between features and benefits, how benefits relate to customer needs, and how different target markets have different needs.
6. Compare and contrast the costs in both time and money of seeking new customers, versus retaining existing customers.
7. Analyze the total compensation and rewards package for salespeople. Examine financial and non-financial factors and short-term and long-term considerations.

## General Education Information

- Approved College Associate Degree GE Applicability
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

## Articulation Information

- CSU Transferable

## Methods of Evaluation

- Objective Examinations
  - Example: Define selling concepts as they relate to customer service management. Distinguish customer buying motives. Illustrate how your initial contact with a customer (phone, cold call, or referral) will be handled. Evaluation: Students are evaluated on their ability to clearly explain the selling concept, customer service, buying motives, and how these concepts would be applied when contacting a customer.
- Projects
  - Example: Projects: Read topic on welcoming your prospect's objections. Select one of the six objections and identify the objection as to a major or minor objection. Identify the objection as a practical or psychological objection. Assess the objection as to the categories listed in the text (1-6). Prepare a plan to overcome the objection and present your plan to the class for debate. Evaluation: Students are evaluated on their ability to summarize the information, their analysis and evaluation of the situation and their ability to communicate those thoughts in their paper and their oral presentation. Students are evaluated on their ability to identify the type of objection and their thoughts on how to overcome the objection. Students are encouraged to visit the writing center; spelling and proper sentence structure count as part of the paper evaluation. Organization, body language, expressiveness, and the use of visual aids are part of the oral presentation evaluation.

## Repeatable

No

## Methods of Instruction

- Lecture/Discussion
- Distance Learning

Lecture:

1. Instructor will present selling strategies. Discussion with students will include comparing and contrasting different methods. (Objective 3) Following instructor lecture on sales techniques, students will

design sales presentations and practice role playing with partners in class. Instructor will provide feedback. (Objective 4)

## Typical Out of Class Assignments

### Reading Assignments

1. Read the "Ethical Dilemma in the Psychology of Selling" chapter. Explain your answer. Evaluate your reasoning and be prepared to justify your decision. Present your recommendations to the class and be prepared to debate and explain your reasoning. 2. Read chapter "Welcome Your Prospect's Objections". Select one of the six objections and identify the objection as to a major or minor objection. Identify the objection as a practical or psychological objection. Assess the objection as to the categories listed in the text (1-6). Prepare a plan to overcome the objection and present your plan to the class for debate.

### Writing, Problem Solving or Performance

1. Propose opportunities in international sales consulting. Compare and contrast selling habits and techniques within the United States versus Japan, China, et al. Prepare a 2-3 page paper and 10-15 minute presentation to present to the class your findings and recommendations. 2. Exam Question Define selling concepts as they relate to customer service management. Distinguish customer buying motives. Illustrate how your initial contact with a customer (phone, cold call, or referral) will be handled.

### Other (Term projects, research papers, portfolios, etc.)

Each student will be required to do a formal sales presentation to the class. Students may work together, i.e. one a sales consultant and the other a customer. Presentations include graphs, charts, sales comparisons, features, advantages, and benefits of the product or service. Sales consultant must use trial closes and overcome objections. The presentation should be about 20 minutes and need not end in a sale.

### Required Materials

- ABC's of Relationship Selling
  - Author: Charles M. Futrell
  - Publisher: Irwin McGraw -Hill
  - Publication Date: 2013
  - Text Edition: 12th
  - Classic Textbook?: No
  - OER Link:
  - OER:
- Selling Today
  - Author: Manning and Reece
  - Publisher: Prentice Hall
  - Publication Date: 2016
  - Text Edition: 13th
  - Classic Textbook?: No
  - OER Link:
  - OER:

### Other materials and-or supplies required of students that contribute to the cost of the course.