

**BA171**  
**Agricultural Sales**  
**3 Credits**

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## **BA171 Version: 24**



## **Agricultural Sales**

### **Calendar Description**

This course is an examination of the personal qualities and skills required of an agricultural salesperson. This course includes exploration of the motivations underlying the buying decision, the techniques and theory utilized in the preparation of the sales presentation, and a review of the elements of a sales plan. Role-playing and case studies are used to demonstrate sales and leadership techniques.

### **Rationale**

This is a required course for Agribusiness and Crop Technology students. Selling is determining another individual's needs and demonstrating how one's product best satisfies those needs. Salespeople work through other people and demonstrate skills such as communicating, planning, organizing, and evaluating.

### **Prerequisites**

None

### **Co-Requisites**

None

### **Course Learning Outcomes**

Upon successful completion of this course, students will be able to

1. acknowledge the career rewards and duties of a salesperson.
2. identify and apply the elements of the sales process.
3. create and present various types of sales presentations.
4. explain the importance of time management.
5. recognize the importance and functions of recruiting, training, organizing, motivating, and evaluating the salesperson.
6. acknowledge the impact of ethics, social responsibility, and the legal environment on the sales profession.

## Resource Materials

Handout materials may be provided throughout the term to clarify or supplement the textbook and simulation exercises.

On-line resource material is available through the D2L course site.

## Conduct of Course

This course consists of approximately 42 hours of lecture periods. To enhance the experiential setting of this course and to stimulate discussion and thought, this class is composed of both interactive lectures and group sessions. Because most of the sessions are focused around group work, attendance is critical to individual and group success in the course.

Class discussions are conducted on the assumption that each student has adequately prepared the required material in advance.

## Evaluation Procedures

The final grade is an aggregate of the following components:

Quizzes	20%
Assignments	15%
Project	30%
Sales Scenario	10%
Final Presentation	20%
Class Participation	5%
Total	100%

All assignments must be submitted on time. No grade is assigned for late quizzes or exercises.

## Grade Equivalents and Course Pass Requirements

*A minimum grade of D (50%) (1.00) is required to pass this course.*

Letter	F	D	D+	C-	C	C+	B-	B	B+	A-	A	A+
Percent Range	0-49	50-52	53-56	57-59	60-64	65-69	70-74	75-79	80-84	85-89	90-94	95-100
Points	0.00	1.00	1.30	1.70	2.00	2.30	2.70	3.00	3.30	3.70	4.00	4.00

**Students must maintain a cumulative grade of C (GPA - Grade Point Average of 2.00) in order to qualify to graduate.**

## Attendance

Classroom and laboratory attendance is considered vital to the learning process and as significant to the students' evaluation as examinations and reports.

- a. Students having a combination of excused and/or unexcused absence of 20 percent or higher for the scheduled course hours will be required to withdraw and will automatically receive a "RW" (required withdrawal) for the course, regardless of any other evaluation results. (RW is a failing grade).
- b. An excused absence is one that is verified with your Instructor. Verification should be prior to the absence or the next class day following the absence. Verification of the absence may take the form of a note from your doctor/College nurse regarding illness, or a note from another Instructor regarding a field trip or other activity, or authorization by your Instructor. An unexcused absence is anything NOT verified by the instructor prior to the absence or the next class day following the absence.

NOTE: Any exceptions to the above attendance policy (e.g. timetable conflicts, work-related issues) must be approved in writing by the Department Chair prior to the beginning of the course.

It is the students' responsibility to know their own absentee record.

Normal hours are 8:30 a.m. to 6:30 p.m., with potential for evening courses, exams or extended field trips. Students are expected to be available for classes during these times.

## Course Units/Topics

1. Introduction sales vs. marketing
2. Career in sales
3. Responsibilities of a sales person
4. Effective communication
5. Prospecting
6. Completing the Sales Cycle
7. Sales dialogue
8. Understanding buyer behaviour
9. Networking
10. Guerrilla marketing/word of mouth marketing
11. Current developments in purchasing (technology)
12. Expanding customer relationships

13. Addressing concerns, earning commitment
14. Route plans
15. Sales ethics
16. Effective self leadership
17. Developing/directing a sales force
18. Evaluating a sales person performance
19. Sales Presentations
20. Situational selling



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