

BA170
Salesmanship

3 Credits

Instructor: Ben Acquaye
780 871 5476

Original Developer: Barton Ottoson

Current Developer: Ben Acquaye

Reviewer: Doreen Der

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2602 - 59 Avenue, Lloydminster, Alberta, Canada T9V 3N7. Ph: 780 871 5700
5707 College Drive, Vermilion, Alberta, Canada T9X 1K5. Ph: 780 853 8400
Toll-free in Canada: 1 800 661 6490



BA170 Version: 21



Salesmanship

Calendar Description

This course deals with the concepts, qualities, and skills required of a salesperson. Development of sales presentations and role-playing is used to practice sales technique. The importance of the sales function to an organization's success is emphasized, as well as the rewards and duties of the professional salesperson.

Rationale

This is a required course for the Small Business and Entrepreneurship Major of the Business Administration Diploma. Current statistics show that over 70% of college graduates have been involved in selling sometime during their careers, and that over 80% of the present chief executive officers of North American companies have had sales experience. Given these numbers, it is evident that today's business graduate should arm himself/herself with the background necessary to perform the duties of an important business position.

Prerequisites

None

Co-Requisites

None

Course Learning Outcomes

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

1. explain the duties and responsibilities of a salesperson.
2. explain the psychology of why people buy.
3. explain the elements of sales communication.
4. explain and demonstrate the principal steps of the selling process under variable conditions.
5. identify potential blocks to the selling task and demonstrate their avoidance.
6. explain the differences between retail, business, services, and nonprofit selling.
7. prepare and execute a complete sales presentation.

Resource Materials

Required Text:

Futrell, C., & Valvasori, M. (2015). *ABC's of relationship selling through service*

(7th Edition) E-Book with Connect Access ISBN10: 1259269167 | ISBN13: 9781259269165.

Optional Courseware (Instructor's option):

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 WebCT course site.

Conduct of Course

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.

Students should budget approximately one to two hours of time in preparation for each one hour of class time.

Assignments handed late will be penalized 25%, for each day submitted late.

If a student misses an exam and has not taken prior permission to write at a later date, the student will not be entitled to write the exam.

There are no rewrites for students who have failed a mid-term exam or an assignment.

Evaluation Procedures

Student performance in this course is assessed on the following. The final grade is an aggregate of the following components:

Midterm Examinations (2)	30%
Final Examination	30%
2 Projects	20%
	<u>+20%</u>
Total	100%

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

Regular attendance and active participation is essential for success in any course. Absence for any reason does not relieve a student of the responsibility of completing course work and assignments to the satisfaction of the instructor. Poor attendance may result in the termination of a student from a course(s).

The instructor will recommend that the Registrar withdraw any student who does not meet the established attendance requirements. A failing grade of RW (Required to Withdraw) will appear on the student's transcript.

In cases of repeated absences due to illness, the student may be requested to submit a medical certificate.

Instructors have the authority to require attendance at classes.

Course Units/Topics

This course consists of 4 compulsory parts:

PARTS		Chapter Title	Chapters
Part I	Selling as a Profession	The Life, Times, and Career of the Professional Salesperson	Chapter 1
		Ethics First...Then Customer Relationships	Chapter 2

Part II	Preparation for Relationship Selling	The Psychology of Selling Why People Buy	Chapter 3
		Communication for Successful Selling How to Build Relationships	Chapter 4
		Sales Knowledge Customers, Products, Technologies	Chapter 5
Part III	The Relationship Selling Process	Prospecting - The Lifeblood of Selling	Chapter 6
		The Pre-approach - Planning your Sales Call and Presentation	Chapter 7
		The Approach - Begin your Presentation Strategically	Chapter 8
		The Presentation - Elements of Effective Persuasion	Chapter 9
		Objections - Address your Prospect's Concerns	Chapter 10
		Closing – The Beginning of a New Relationship	Chapter 11
		Follow-up – Maintain and Strengthen the Relationship	Chapter 12
Part IV	Keys to a Successful Selling Career	Time, Territory, and Self-Management	Chapter 13
		Retail, Business, Services, and Non-profit Selling	Chapter 14



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