AGBUS 62 Course Outline as of Summer 2010

CATALOG INFORMATION

Dept and Nbr: AGBUS 62 Title: AG SALES/COMMUNIC
Full Title: Agricultural Sales and Communication
Last Reviewed: 11/23/2015

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00 Total Student Learning Hours: 157.50

Title 5 Category:	AA Degree Applicable
Grading:	Grade Only
Repeatability:	00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:	WINE 62
Formerly:	AG 72

Catalog Description:
This course involves the study of principles and practices of the selling process: selling strategies and approaches, why and how people buy, prospecting, territory management, and customer service. Self management, communication, and interpersonal skills necessary in developing managerial abilities, leadership qualities, and facilitating teamwork within the agribusiness sector will be explored. The course content is organized to give students an in depth understanding of the factors and influences that affect the agribusiness industry on a day-to-day basis.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Schedule of Classes Information:
Description: This course involves the study of principles and practices of the selling process: selling strategies and approaches, why and how people buy, prospecting, territory management,

and customer service. Self management, communication, and interpersonal skills necessary in developing managerial abilities, leadership qualities, and facilitating teamwork within the agribusiness sector will be explored. The course content is organized to give students an in depth understanding of the factors and influences that affect the agribusiness industry on a day-to-day basis. (Grade Only)
Prerequisites/Corequisites:
Recommended: Eligibility for ENGL 100 or ESL 100
Limits on Enrollment:
Transfer Credit: CSU;
Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	**Area**			Effective:	Inactive:
CSU GE:	**Transfer Area**			Effective:	Inactive:
IGETC:	**Transfer Area**			Effective:	Inactive:
CSU Transfer:	Transferable	Effective:	Fall 1981	Inactive:	Fall 2023
UC Transfer:		Effective:		Inactive:	

CID:
CID Descriptor: AG - AB 112 Agricultural Sales and Communication
SRJC Equivalent Course(s): AGBUS62

Certificate/Major Applicable:
Both Certificate and Major Applicable

COURSE CONTENT

Outcomes and Objectives:
Upon successful completion of this course, students will be able to:
1. Discuss the history and development of the agribusiness sales industry including its scope, variety, historical perspective, relationship to other industries, and current and future role in the U.S. economy.
2. Recognize and summarize the characteristics of a successful agribusiness salesperson.
3. Analyze and apply the component parts and dynamics of the sales process to agribusiness sales.
4. Identify the major sources for agricultural sales prospects and the methods used to secure sales commitments from potential buyers.
5. Explain the benefits of providing post-sales customer service for agricultural customers.
6. Examine and demonstrate qualities and skills of a good public speaker.
7. Define leadership and the characteristics of successful leadership.
8. Compare and contrast current theories of leadership.
9. Demonstrate interpersonal and organizational communication skills, with particular emphasis on the uniqueness of the agribusiness sector.
10. Describe principles of good listening, overcoming barriers in communication, and effective verbal and non-verbal communication.
11. Discuss the importance of teamwork in organizations.
12. Discuss the critical components of effective management.

13. Examine social responsibility and ethics as they relate to factors affecting ethical choices, criteria for ethical decision making, and managing company ethics.
14. Examine self-management options and formulate a personal strategic plan.

Topics and Scope:

I. Introduction to the Scope and Variety of the Sales Industry
   A. Agribusiness selling: Why is it difficult?
   B. A comparison of agribusiness selling and the total sales profession
   C. The knowledge base of agribusiness sales:
      1. Agricultural background and experiences
      2. Product and technical knowledge
      3. Understanding selling
II. Agricultural Leadership
   A. Leadership theories
   B. Styles of leadership
   C. Characteristics of successful leadership
   D. Teamwork in organizations:
      1. Understanding teams
      2. Becoming a team
      3. Team leadership
      4. Team performance
   E. Development of a personal strategic plan:
      1. Self-analysis of traits
      2. Self-discipline and goals
      3. Vision and mission statements
      4. Time management analysis
III. Overview of Relationship Selling
   A. Why and how people buy
      1. Hierarchy of human needs
      2. The dominant buying urge
      3. Agriculture's decision model
   B. Non-manipulative, consultative selling
   C. Importance of long-term relationships with multiple sales
IV. Communication Skills
   A. Behavioral styles and communication techniques
   B. Overcoming barriers in communication
   C. Effective listening skills
   D. Non-verbal communication
      1. Image
      2. Body language
      3. Proxemics
      4. Senses
V. Prospecting
   A. Referrals
   B. Other sources
VI. The Sales Call
   A. Opening:
      1. Relaxation techniques
      2. The fine art of asking questions
      3. Listening skills
      4. Prospect needs analysis

B. Presentation:
    1. Product features and benefits
    2. Handling customer objections
C. Confirmation:
    1. Follow-up and service
    2. Value added techniques

VII. The Nature of Management
A. Understanding the nature of management
    1. Managerial activities, skills, roles
    2. Management as anticipation
B. Sales Management
    1. Time management
    2. Territory management
    3. Credit management
    4. Financial compensation plans

VIII. Sales Ethics
A. Social responsibility and ethics
B. Factors affecting ethical choices
C. Criteria for ethical decision making
D. Managing company ethics

IX. The Agribusiness Selling Experience
A. Planning and making sales presentations
    1. To individuals
    2. To groups
B. Advertising and sales promotion
C. Multi-media selling
D. Use of computers and software in presentations

X. Careers in Agricultural Sales and Individual Career Planning
A. Exploration and understanding of careers in agricultural sales
    1. Job opportunities and demands
    2. Future trends in agribusiness sales
B. Job search strategies - an application of sales
    1. Resume
    2. Cover letter
    3. Job interview skills

Assignment:

1. Problem sets.
2. Class presentation public speaking assignment, utilizing a computer presentation.
3. Formal sales presentation.
4. Personal strategic plan including vision, mission, goals, major objectives and strategies.
5. Term paper, 5-7 pages on an aspect of agriculture sales or agribusiness management.
6. Reading, 20-30 pages per week.
7. Mid-term and final exam: multiple choice, true/false, matching items, completion, short answer, essay.

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Single term paper, strategic plan	Writing 20 - 25%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Homework problems	Problem solving 15 - 20%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Formal sales presentation and public speaking	Skill Demonstrations 20 - 30%

Exams: All forms of formal testing, other than skill performance exams.

Mid-term and final exam: multiple choice, true/false, matching items, completion, short answer, essay.	Exams 30 - 40%

Other: Includes any assessment tools that do not logically fit into the above categories.

Attendance and participation	Other Category 0 - 10%

Representative Textbooks and Materials:
Selling Today: Creating Customer Value: Using Technology to Add Value. Manning, Gerald L. and Reece, Barry L. Prentice Hall, 2006.
Classic: Leadership, Personal Development and Career Success. Ricketts, Cliff. Delmar Publishers, 2001.
Instructor prepared materials