AGBUS 62 Course Outline as of Spring 2016

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 that influence selling in the agribusiness industry.

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 that influence selling in the agribusiness industry. (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

Student Learning Outcomes:
At the conclusion of this course, the student should be able to:
1. Apply the principles of the selling process by demonstrating selling strategies and approaches.
2. Demonstrate knowledge of the use of sales techniques, methods, tools for selling agricultural products and services.
3. Explain how and why people buy agricultural products or services.
4. Develop a sales plan for a value added product/service.

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 in agribusiness.
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. Demonstrate knowledge of approaches and strategies for selling in agribusiness.
7. Discuss the use of technology based sale tools and techniques.

8. Demonstrate interpersonal and organizational communication skills, with particular emphasis on the uniqueness of the agribusiness sector.
9. Describe principles of good listening, overcoming barriers in communication, and effective verbal and non-verbal communication.
10. Discuss the importance of teamwork in organizations.
11. Discuss the critical components of effective sales management.
12. Examine social responsibility and ethics as they relate to factors affecting ethical choices, criteria for ethical decision making, and managing company ethics.
13. 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. Sales Leadership
   A. Styles of leadership
   B. Characteristics of successful leadership
   C. Teamwork in organizations
      1. Understanding teams
      2. Becoming a team
      3. Team leadership
      4. Team performance
   D. Relationship between sales and marketing
      1. Function of sales team
      2. Function of marketing team
III. Understand Customer of Food and Agricultural Products
   A. Why and how people and businesses 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 and consumer retention
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. Agricultural Sales Process
   A. Finding potential customers (prospecting)
      1. What is prospecting?
      2. Process of prospecting
   B. Sales Call
      1. Sales call strategy

2. Opening a sales call
3. Creating a positive impression and building rapport
4. Transitioning to business

C. Probing
1. Understanding your customer
2. Personal beliefs, goals and needs

D. Communicating Value
1. Commuicating product attributes
2. Total value proposition

E. Dealing with resistance
1. What is customer resistance?
2. Planning for resistance
3. Causes of objections and strategies for handling objections

F. Closing the sale (Confirmation)
1. What is the close?
2. When do you close?
3. Trial close
4. Closing strategies

VI. 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

VII. Marketing and sales in agribusiness
A. What is marketing?
B. Relationship between marketing and sales in agribusiness
C. Market analysis
D. Marketing objectives
E. Marketing mix

VIII. Professional Sales Plan
A. Components of a sales plan
B. Mission and vision statement
C. Strategic sales plan
D. Sales budget and projections

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

X. The Agribusiness Selling Experience and Tools
A. Planning and making sales professional food and agricultural sales presentations
1. Personal and group presentations
2. Identify appropriate media tools for agribusiness sales

B. Advertising and sales promotion in agribusiness
C. Strategies and techniques for digital and multi-media sales
D. Use of social media tools in agribusiness selling

XI. Additional issues in professional agribusiness sales
A. Customer satisfaction

1. Defining customer satisfaction
2. Managing and measuring customer satisfaction

B. Tools and tips for effective sales professional
1. Traits of exceptional sales professional professionals
2. Activities and techniques
3. Elevator speeches
4. Forecasting sales

XII. 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 on sales case studies.
3. Professional sales presentation of a value added product or service.
4. Term paper, 5-7 pages on an aspect of agriculture sales or agribusiness management.
5. Reading, 20-30 pages per week.
6. Mid-term and final exam: multiple choice, true/false, matching items, completion, short answer, essay.
7. Sales plan for a value added product or service.
8. Personal portfolio

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, professional sales plan and personal portfolio	Writing 20 - 25%

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

Homework problem set and case studies	Problem solving 15 - 20%

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

Professional sales presentation	Skill Demonstrations 20 - 30%

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

Mid-term: 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.

Participation and group presentations	Other Category 0 - 10%

Representative Textbooks and Materials:
Proselling: A Professional Approach to Selling in Agriculture and Other Industries. Downey, W. Scott, Downey, W. David. Jackson, Michael A., and Downey, Laura A. Agri Marketing, 2011.
Selling Today: Creating Customer Value: Using Technology to Add Value. Manning, Gerald L. and Reece L. Prentice Hall, 2013
Instructor prepared materials