

**BMK 51 Course Outline as of Summer 2017****CATALOG INFORMATION**

Dept and Nbr: BMK 51 Title: PRINCIPLES OF SELLING

Full Title: Principles of Selling

Last Reviewed: 11/14/2022

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	8	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 or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

**Catalog Description:**

Principles and methods of personal selling: preparation for selling, the selling process and introduction to sales management. Behavioral aspects of selling: sociological and psychological theories of consumer motivation, behavior and perception. Includes lectures, discussions, demonstrations and practice in sales presentations.

**Prerequisites/Corequisites:****Recommended Preparation:**

Eligibility for ENGL 100 or ESL 100

**Limits on Enrollment:****Schedule of Classes Information:**

Description: Principles and methods of personal selling: preparation for selling, the selling process and introduction to sales management. Behavioral aspects of selling: sociological and psychological theories of consumer motivation, behavior and perception. Includes lectures, discussions, demonstrations and practice in sales presentations. (Grade or P/NP)

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:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>CSU Transfer:</b>	Transferable	Effective: Fall 1981	Inactive:
<b>UC Transfer:</b>		Effective:	Inactive:

**CID:**

**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. Demonstrate knowledge of the relationship selling process
2. Demonstrate appropriate methods for client questioning, meeting objections and closing a sale

**Objectives:**

Upon completion, students will be able to:

1. Appraise the wide range of career opportunities and employment settings available in the field of selling.
2. Describe the relationship between personal selling and a marketing concept.
3. Assemble organized prospect information and formulate a routing plan devised to manage cost of developing and/or maintaining relationships.
4. Evaluate a sales presentation and propose solutions to buyer concerns or problems.
5. Assess a customer's buying behavior and assemble a customer strategy.
6. Compare and contrast sales negotiation and closing a sale.
7. Critique strategies for successful sales management.
8. Examine the importance of assessing sales force productivity.

**Topics and Scope:**

1. Personal selling overview
  - a. technology's changing impact on business
  - b. personal selling as an extension of the marketing concept
  - c. historical overview of selling

- d. selling careers
- e. employment settings
  - 1. trade
  - 2. missionary
  - 3. technical
  - 4. new-business
  - 5. retail
  - 6. teleselling
- 2. Professionalism
  - a. importance of ethical conduct
  - b. misrepresentation and breach of warranty
  - c. privacy laws
- 3. Buyer behavior
- 4. Verbal and non-verbal strategies for success
- 5. Relationship selling
- 6. Successful prospecting
  - a. prospecting and sales forecasting plan
  - b. sources of prospects
  - c. preapproach to individual and organizational customers
  - d. establishing a plan and maintaining records
- 7. Customer strategy
  - a. complex nature of customer behavior
  - b. alignment with customer's buying process
  - c. problem recognition
    - 1. handling objections
    - 2. customer needs
    - 3. buying motivations
- 8. Presentation
  - a. presentation preapproach objectives
  - b. audio-visual aids
  - c. strategies for effective presentations
- 9. Sales negotiation
- 10. Closing the sale
- 11. Retail selling
- 12. Self-management
- 13. Managing the sales force
- 14. Selling yourself

### **Assignment:**

- 1. Reading assignments of between 20-27 pages per week
- 2. Case study analyses (3-5 pages each)
- 3. Market research
- 4. Group or individual oral sales presentation including role play interview
- 5. Written sales report of not less than six pages
- 6. In-class written assignment
- 7. Role-play interviews
- 8. 3-5 Quizzes and a final exam

### **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.

Sales report, in-class written assignments

Writing  
10 - 20%

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

Case studies, market research

Problem solving  
20 - 30%

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

Role-playing interviews, oral presentation

Skill Demonstrations  
20 - 40%

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

3-5 quizzes, final exam

Exams  
20 - 30%

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

Class participation

Other Category  
5 - 15%

### **Representative Textbooks and Materials:**

Selling: Building Partnerships 8th edition, Castleberry McGraw-Hill, 2011