



Course Name: Principles of Selling

Course Number: BMK 106

Credits: 3

Catalogue description: An examination of various philosophies of selling; topics include communication and persuasion, selling strategies and techniques, self-management skills, planning, behavioral styles, and market-client analysis. Students develop and role-play sales presentations as a major part of the course work.

Prerequisite, Corequisite, or Parallel: ENG*092 or permission of the Instructor

General Education Competencies Satisfied:

HCC General Education Requirement Designated Competency Attribute Code(s):

None

Additional CSCU General Education Requirements for CSCU Transfer Degree Programs:

None

Embedded Competency(ies):

None

Discipline-Specific Attribute Code(s):

BUS Business elective

Course objectives:

General Education Goals and Outcomes:

None

Course Specific Objectives:

1. Research, construct, and present a sales presentation/demonstration
2. Describe communication techniques and concepts used in the selling process
3. Explain the concepts and principles in the steps of the selling process
4. Explicate the self-managements techniques used in personal selling
5. Explain the knowledge and skill requirements needed in selling

Course Content:

SELLING AS A PROFESSION

- A. The Life, Times, and Career of the Professional Salesperson



- B. Relationship Marketing: Where Personal Selling Fits
- C. Ethics First... Then Customer Relationships

PREPARATION FOR RELATIONSHIP SELLING

- A. THE Psychology of Selling: Why People Buy
- B. Communication for Relationship Building: It's not all Talk
- C. Sales, Knowledge: Customers, Products, Technologies

THE RELATIONSHIP SELLING PROCESS

- A. Prospecting-The Lifeblood of Selling
- B. Planning the Sales Call is a Must!
- C. Carefully Select Which Sales Presentation Method to Use
- D. Begin Your Presentation Strategically
- E. Elements of a Great Sales Presentation
- F. Welcome Your Prospect's Objections
- G. Closing Begins the Relationship
- H. Service and Follow-Up for Customer Retention

MANAGING YOURSELF, YOUR CAREER, AND OTHERS

- A. Time, Territory and Self-Management; Keys to Success
- B. Planning, Staffing, and Training Successful Salespeople
- C. Motivation, Compensation, Leadership, and Evaluation of Salespeople

Date Course Created:

Date of Last Revision: 04/01/2017