

SADDLEBACK COLLEGE
BUSINESS SCIENCE DIVISION

Business 137: Professional Selling
Telecourse with Internet Component
COURSE SYLLABUS

Instructors:

Professor Martin Welc

Phone/email: 949-582-4410 / mwelc@saddleback.edu

Professor Barbara Cox

Phone/email: 949-582-4818 / bcox@saddleback.edu

Video Series: "The Sales Connection"

26 30-minute Lessons plus

13 60-minute Lessons

ORIENTATION: (Attend one): Saturday, 1/10 or Saturday 1/17, 10-11:00am, in room SM 313.
DO NOT MISS ORIENTATION!

BROADCASTS: Airs Cox Cable Channel 39. Schedule is posted in Blackboard.

ONLINE STREAMING: Free Internet/online streaming is available for this course.

Where is it? Go to the Saddleback home page at: <http://www.saddleback.edu>. In the column of gold buttons on the left, click on "Distance Education" and look for the online streaming button in the upper left corner of the DE page. It says "Channel 39 Steaming Video Telecourses."

Can students watch any lesson at any time? Yes, when you click on any show that's listed it will play immediately. Also you are able to search for a by the course's video title and then select the lesson number you want to watch. For example, when you go into show search and type in the title of the telecourse you want, all of the lessons come up and you can pick which lesson you wish to view.

BLACKBOARD COMPONENT

Your Website for the Internet portion of this class is <http://socccd.blackboard.com>. You will not be able to access this course until the official start date of the course. Instructions for you to enter Blackboard are available at <http://www.saddleback.edu/itc/user/blackboardfaq.html>.

COURSE DESCRIPTION

This course, "The Sales Connection," covers the principles, problems, and techniques of one-on-one selling of ideas, products, and services in today's domestic and international markets. Active participation provides practical experience through guided role playing with techniques for success as a sales professional. Psychological and social aspects of buyer motivation are studied, as well as critical thinking, elements of presentation, and ethics, as appropriate for developing beginning and advanced sales skills. The course may adopt particular business sectors to use as a session-long case study to more fully apply sales techniques.

COURSE OBJECTIVES

After completing this course, students will be able to:

1. Describe the selling profession.
2. Discuss the psychological aspects of selling.
3. Write an effective evaluation of the entire sales presentation for each member of the class during the role-play session.
4. Conduct a sales call by phone or in person.
5. Recognize, analyze, and effectively handle sales objections.
6. Apply closing techniques to consummate the sale (at least two [2] specific techniques).
7. Plan and effect a plan of prospecting for a specific product or service.
8. Apply at least one method for getting referrals.
9. Organize and give an actual sales presentation for a market or service.

STUDENT RESOURCES

Textbook: *Selling Today: Creating Customer Value (10th Edition)* by Gerald L Manning and Barry L Reece. Pearson/Prentice Hall Publishing. DO NOT GET OLDER EDITIONS!

Study Guide: *The Sales Connection Telecourse Study Guide, 10th ed.*, by Intelcom, Pearson/Prentice Hall Publishing. DO NOT GET OLDER EDITIONS!

Saddleback College Bookstore: 949-582-4715. Web: www.saddleback.bkstr.com.

The textbook and study guide have been placed on reserve at Saddleback College Library. (See "LIBRARY RESOURCES" section below for further information.)

STUDENT/INSTRUCTOR CONTACT (Instructional Enrichment Hours)

Contact an instructor by telephone or email when you need course information or assistance. We will respond as quickly as possible to an email. You may leave a mail or send email with your phone number and stating a good time to reach you, and he or she will call you.

If you encounter technical problems, please call the BROADCAST OFFICE at (949) 582-4502.

VIDEO COURSE TAPE RENTAL (Optional!)

RMI Media Productions, Inc. (not affiliated with Saddleback College) leases video tapes for a full semester. For information call 1-800-745-5480, FAX 1-800-755-6910 or contact them online at: <http://rmimedia.com>. Ask for "The Sales Connection."

LIBRARY RESOURCES

Video tapes for this course may be viewed at the Saddleback College LIBRARY. They are available at the AUDIO-VISUAL DESK (582-4874) located on the second floor. Due to budgetary constraints, we do *not* have tapes available for checkout and there are no facilities for duplicating.

The *textbook* and *study guide* are on reserve at the CIRCULATION DESK (582-4523) and may be used in the library for up to one hour. Copies are not available for checkout.

Saddleback College Library Hours

Monday through Thursday: 8 am to 9 pm

Friday: 8 am to 4 pm

Saturday: 11 am - 5 pm

Library hours are subject to change; therefore, please call the library to verify hours.

BROADCAST INFORMATION

"The Sales Connection" (BUS 137) will be broadcast on Cox Cable Channel 39.

You may also access live streaming videos via the Internet. See above for information.

IF YOU EXPERIENCE TECHNICAL DIFFICULTIES: Report the problem immediately to the BROADCAST OFFICE at 582-4502; leave a message and you will receive a call back regarding re-airing of the broadcast. Lessons may be viewed at the Saddleback College Library if desired (see above). If lessons cannot be aired as scheduled, they are generally rebroadcast on Friday, Saturday, or Sunday at their usual hour.

COURSE ASSIGNMENTS

1. Follow the STUDY GUIDE instructions for the LESSON PREPARATION and TEXT READING assignments to be completed *prior* to viewing the video lessons.

2. Watch the VIDEO LESSONS. Pay attention!

3. Log into Blackboard and take the chapter quiz.

4. ESSAY QUESTIONS will be explained by instructor at Orientation.

4. Student Sales Presentation: BUS 137 *The Sales Connection (Professional Selling Foundations)* has a 12-hour live classroom component, which will be completed during *one* Sunday session. The date of the live session will be announced during Orientation. During this session, each student will make a presentation starting with the features, benefits, objections, and writing up of the sale. The presentation/role plays will be five to ten minutes each. Each student must provide a written document with information about the presentation as well as supporting product/service information (data sheets, brochures). Also, students will evaluate each presentation given using criteria covered in class. Further information is provided on Blackboard in the document "Presentation Guidelines." *Read this document carefully and be sure you understand the requirements!*

EXAM INFORMATION

Students will complete exams online. Blackboard has 17 chapter quizzes plus three review quizzes. Each of the 20 quizzes is worth 20 points. The review quizzes cover multiple chapters, as follows: Review Quiz 1 covers Video Lessons 1 thru 12 and related textbook chapters. Review Quiz 2 covers Video Lessons 13 thru 26 and related textbook chapters. Review Quiz 3 and the Final Exam cover everything.

GRADING SCALE AND PERTINENT INFORMATION

Letter Grade	Equals Percent Achieved
A =	90 - 100%
B =	80 - 89%
C =	70 - 79%
D =	60 - 69%
F =	Below 60%

COURSE COMPONENT WEIGHTS

<u>Component</u>	<u>Grade Weight:</u>
20 Quizzes, 20 questions each	20% of total grade
Sales Presentation	10% of total grade
Final Exam, 75 questions	70% of total grade
TOTAL POSSIBLE	100%

The Family Rights and Privacy Act of 1974 restricts the release of certain student information such as grades. Therefore, please DO NOT CALL FOR GRADE INFORMATION. Final grades will be available online via your MySite page approximately ten days after the end of the course.

IF YOU DECIDE TO DROP THIS COURSE . . .

YOU MUST GO TO THE OFFICE OF ADMISSIONS & RECORDS in the Student Services Building. Check the online schedule of classes for various deadlines related to dropping the class. **IF YOU FAIL TO OFFICIALLY DROP** and do not complete the course, **YOU WILL RECEIVE AN "F" ON YOUR PERMANENT RECORD.**

ACADEMIC DISHONESTY

All forms of academic dishonesty are strictly prohibited. Any instances of academic dishonesty will be addressed according to the procedures and penalties delineated in the Saddleback College Catalog and the Saddleback College Student Handbook. The terms specified in those documents are hereby incorporated into this syllabus by reference.

VIDEO COURSE OUTLINE

UNIT ONE

- 1 The Sales Engine: At the Heart of Economic Development
- 2 A Seller's World: Careers in Personal Selling
- 3 The Big Picture: Sales Environments
- 4 The Personal Touch: Relationship Selling

UNIT TWO

- 5 First Impressions: Imaging
- 6 Sales Talk: Communications Styles
- 7 In the Know: Acquiring Product Information
- 8 A Good Match: Product Features/Buyer Benefits

UNIT THREE

- 9 In Position: Product Selling Strategies
- 10 Beneath the Surface: Why People Buy
- 11 Step by Step: The Buying Process
- 12 Making Connections: Building a Prospect Base

UNIT FOUR

- 13 Plan of Action: The Presentation Strategy
- 14 Going the Distance: The Consultative Sales Presentation
- 15 Show and Tell: The Sales Demonstration
- 16 Breaking Through: Dealing with Buyer Resistance

UNIT FIVE

- 17 On the Dotted Line: Closing
- 18 Full Service: Customer Service
- 19 The Extra Mile: Servicing the Sale
- 20 Setting the Pace: Managing the Sales Force 1
- 21 Peak Performance: Managing the Sales Force 2

UNIT SIX

- 22 Personal Best: Managing Yourself
- 23 On Line: Sales Force Automation
- 24 Open Line: Telemarketing
- 25 The Right Choice: Ethical Considerations in Selling
- 26 One World: The Global Marketplace