

BUS M35: SALES TECHNIQUES

Originator

jBaca

College

Moorpark College

Discipline (CB01A)

BUS - Business

Course Number (CB01B)

M35

Course Title (CB02)

Sales Techniques

Banner/Short Title

Sales Techniques

Credit Type

Credit

Start Term

Fall 2021

Catalog Course Description

Introduces principles of personal selling, including strategies for long-term selling relationships. Focuses on adaptive selling techniques, prospecting, handling objectives, gaining commitment, negotiation, and closing the sale.

Taxonomy of Programs (TOP) Code (CB03)

0509.00 - *Marketing and Distribution

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

B (Transferable to CSU only)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

C - Clearly Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

Y - Credit Course

Funding Agency Category (CB23)

Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

Will not be required

Grading method

Letter Graded

Alternate grading methods

Student Option- Letter/Pass
Pass/No Pass Grading

Does this course require an instructional materials fee?

No

Repeatable for Credit

No

Is this course part of a family?

No

Units and Hours

Carnegie Unit Override

No

In-Class

Lecture

Minimum Contact/In-Class Lecture Hours

52.5

Maximum Contact/In-Class Lecture Hours

52.5

Activity

Laboratory

Total in-Class

Total in-Class

Total Minimum Contact/In-Class Hours

52.5

Total Maximum Contact/In-Class Hours

52.5

Outside-of-Class

Internship/Cooperative Work Experience

Paid**Unpaid****Total Outside-of-Class****Total Outside-of-Class****Minimum Outside-of-Class Hours**

105

Maximum Outside-of-Class Hours

105

Total Student Learning**Total Student Learning****Total Minimum Student Learning Hours**

157.5

Total Maximum Student Learning Hours

157.5

Minimum Units (CB07)

3

Maximum Units (CB06)

3

Advisories on Recommended Preparation

BUS M30 and ENGL M02

Requisite Justification**Requisite Type**

Recommended Preparation

Requisite

BUS M30

Requisite Description

Course not in a sequence

Level of Scrutiny/Justification

Content review

Requisite Type

Recommended Preparation

Requisite

ENGL M02

Requisite Description

Course not in a sequence

Level of Scrutiny/Justification

Required communication/computation skill

Student Learning Outcomes (CSLOs)**Upon satisfactory completion of the course, students will be able to:**

- | | |
|---|--|
| 1 | identify the sales process from prospecting and qualifying, approaching the customer, establishing rapport, determining customer needs, giving an effective presentation, handling objections, negotiations, and closing the sale. |
|---|--|

- 2 design a compelling sales presentation.
- 3 recognize the ethical issues in business sales and apply decision-making techniques and moral reasoning.

Course Objectives

Upon satisfactory completion of the course, students will be able to:

- 1 explain the importance of building long-term buyer-seller relationships and describe the characteristics of successful partnerships.
- 2 describe the characteristics of a successful salesperson and discuss time management techniques.
- 3 explain the importance of listening and questioning skills and describe the barriers to effective communication.
- 4 compare and contrast different types of buyer personality traits and explain why adaptive selling is important.
- 5 define the characteristics of a good prospect and how to obtain leads.
- 6 discuss and demonstrate various methods for approaching the customer, establishing rapport, determining customer needs, handling objections, negotiations, and closing the sale.
- 7 describe the ethical responsibilities salespeople have towards themselves, their firm, and their customers.
- 8 develop sales aptitude, analytical ability, product knowledge, as well as interpersonal and communication skills.
- 9 demonstrate the ability to utilize presentation software in the sales process to enhance business communications.

Course Content

Lecture/Course Content

- 1. (5%) Introduction to personal selling**
 - a. How salespeople spend their time
 - b. Types of salespeople
 - c. Characteristics of successful salespeople
 - d. Rewards of selling
- 2. (5%) Managing your time and territory**
 - a. Setting goals
 - b. Allocating resources
 - c. Time management strategies
 - d. Evaluating performance
 - e. Managing your company and career
- 3. (5%) Negotiation**
 - a. Negotiation objectives
 - b. Individual behavior patterns
 - c. Information control
 - d. Dealing with win/lose negotiations
- 4. (5%) Building long-term partnerships**
 - a. Importance of follow-up
 - b. Building trust
 - c. Exploration and expansion
- 5. (5%) Obtaining commitment**
 - a. Importance of securing commitment
 - b. Setting the price
 - c. Effective methods of obtaining commitment
 - d. Reasons for success/failure
- 6. (5%) Handling objections**
 - a. When do buyers raise objections
 - b. Common objections
 - c. Preparing to respond
 - d. Effective response methods
- 7. (5%) Strengthening the presentation**
 - a. Keeping the buyer's attention
 - b. Creating a sense of value
 - c. When to use demonstrations, portfolios, samples
- 8. (5%) Making the sales call**
 - a. Making a good impression
 - b. Determining needs

- c. Relating features to benefits
- d. Selling to groups

9. (5%) Planning the sales call

- a. Pre-call information
- b. Setting call objectives
- c. Making the appointment

10. (5%) Prospecting

- a. Characteristics of a good prospect
- b. How/where to obtain leads
- c. Getting the most out of prospecting
- d. Overcoming reluctance to prospecting

11. (5%) Adaptive selling

- a. Types of presentations
- b. Product knowledge
- c. Social style matrix

12. (5%) Communication principles

- a. Two-way communication
- b. Verbal messages
- c. Non-verbal messages
- d. Appearance
- e. Cultural differences
- f. Listening skills

13. (5%) Buying behavior

- a. Types of customers
- b. Organizational buying process
- c. Types of buying decisions

14. (10%) Ethical and legal issues

- a. Personal code of ethics
- b. Ethical issues with customers
- c. Ethical issues with the company
- d. Legal issues

15. (5%) Building partnering relationships

- a. Evolution of selling
- b. Types of relationships
- c. Characteristics of successful relationships

16. (20%) Creating effective sales presentations

Laboratory or Activity Content

Not applicable

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Problem solving exercises
Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Classroom Discussion
Essay exams
Group projects
Individual projects
Journals
Objective exams
Projects
Problem-solving exams
Participation
Reports/Papers/Journals
Skills demonstrations

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations
Computer-aided presentations
Collaborative group work
Class activities
Class discussions
Case studies
Distance Education
Demonstrations
Group discussions
Guest speakers
Instructor-guided interpretation and analysis
Lecture
Role-playing
Small group activities

Describe specific examples of the methods the instructor will use:

The instructor will use audio-visual presentations, class discussions, lectures, demonstrations, and computer-aided presentations to explain methods for effectively teaching concepts in Business.

Representative Course Assignments

Writing Assignments

1. Written answers for short answer exam questions.
2. Written analyses on chapter learning outcomes.
3. Written essays on assigned topics. For example, a summary of the journal articles on topics on sales strategies used in Business.
4. Preparation of a written Sales Business Plan. For example, students will prepare an effective Sales Plan for a Business.
5. Preparation of a Sales Presentation outline. For example, students will prepare a written outline for a sales presentation.

Critical Thinking Assignments

1. Analysis of the impact of sales methods on consumer buying behavior. For example, analysis of the factors that influence consumer buying behavior.
2. Analysis of sales techniques used in Business. A sample assignment would be to ask students to explore the sales techniques and analyze the impact of the strategy on business sales outcomes.
3. Analysis of the financial sales record in businesses to measure sales methods and outcomes.

Reading Assignments

1. Reading textbook case studies to broaden the understanding of application of business fundamentals.
2. Reading a Business related journal article, and/or periodicals to learn about business environments, consumer and organizational behavior and sales techniques. An example would be: reading a journal such as the Harvard Business Review, Forbes, or Entrepreneur Magazine to develop a greater understanding of current business trends in sales techniques.

Skills Demonstrations

N/A

Other assignments (if applicable)

1. Research Business related websites, journal articles, or periodicals to learn about business environments, consumer and organizational behavior, and the law. An example would be researching a Business Case study in EBSCO to know about Sales Techniques used in Business.
2. Research topics on the Internet to learn about sales techniques in business practices

Outside Assignments

Representative Outside Assignments

1. Conduct Internet-based research, sales spreadsheet analysis, e-mail communications, preparation of PowerPoint presentations, etc.
2. Research Business related websites, journal articles, or periodicals to learn about business environments, consumer and organizational behavior, and the law. An example would be researching a case study on EBSCO to learn about sales techniques in Business.

Articulation

Comparable Courses within the VCCCD

BUS V47 - Sales Techniques

Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
LA Pierce College	MARKET 1	Principles of Selling	3
Santa Barbara City College	MKT 120	Relationship Selling	3
American River College	MKT 310	Selling Professionally	3

District General Education

A. Natural Sciences

B. Social and Behavioral Sciences

C. Humanities

D. Language and Rationality

E. Health and Physical Education/Kinesiology

F. Ethnic Studies/Gender Studies

Course is CSU transferable

Yes

CSU Baccalaureate List effective term:

F1995

CSU GE-Breadth

Area A: English Language Communication and Critical Thinking

Area B: Scientific Inquiry and Quantitative Reasoning

Area C: Arts and Humanities

Area D: Social Sciences

Area E: Lifelong Learning and Self-Development

Area F: Ethnic Studies

CSU Graduation Requirement in U.S. History, Constitution and American Ideals:

IGETC

Area 1: English Communication

Area 2A: Mathematical Concepts & Quantitative Reasoning

Area 3: Arts and Humanities

Area 4: Social and Behavioral Sciences

Area 5: Physical and Biological Sciences

Area 6: Languages Other than English (LOTE)

Textbooks and Lab Manuals

Resource Type

Textbook

Description

Ingram, Thomas N., et al. *SELL6*. 6th ed., Cengage, 2020.

Resource Type

Textbook

Description

Castleberry, Stephen, and John Tanner, Jr. *Selling: Building Partnerships*. 10th ed., McGraw-Hill, 2019.

Resource Type

Textbook

Description

Manning, Gerald L., Michael Ahearne, and Barry L. Reece. *Selling Today: Partnering to Create Value*. 14th ed., Pearson, 2018.

Library Resources

Assignments requiring library resources

Possible research on topics in Sales using the Library's print and online resources.

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources

Research Business-related journal articles or periodicals to learn about business environments, consumer and organizational behavior, and the law. An example would be researching a case study on EBSCO to learn about sales techniques in Business.

Distance Education Addendum

Definitions

Distance Education Modalities

Hybrid (51%–99% online)
Hybrid (1%–50% online)
100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion boards may include topics relevant to the coursework and will be use to bridge theory with practice.
E-mail	Emails and Announcements may be used to send out updates/changes, reminders, alerts.
Face to Face (by student request; cannot be required)	Faculty may be available to meet with students in person by student request and at a mutually agreed upon day/time.
Other DE (e.g., recorded lectures)	Recorded lectures, videos from third parties (npr.org, podcast, etc) may be made available to students.
Synchronous Dialog (e.g., online chat)	Chat rooms may be used to deliver synchronized content such as a Question and Answer session.
Video Conferencing	Video Conferencing may be used on a group or one-to-one basis as needed.

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion boards may include topics relevant to the coursework and will be use to bridge theory with practice.
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Synchronous Dialog (e.g., online chat)	Chat rooms may be used to deliver synchronized content such as a Question and Answer session.

Video Conferencing	Video Conferencing may be used on a group or one-to-one basis as needed.
100% online Modality:	
Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion boards may include topics relevant to the coursework and will be use to bridge theory with practice.
E-mail	Emails and Announcements may be used to send out updates/changes, reminders, alerts.
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Examinations

Hybrid (1%–50% online) Modality

Online
On campus

Hybrid (51%–99% online) Modality

Online
On campus

Primary Minimum Qualification

BUSINESS

Review and Approval Dates

Department Chair

11/2/2020

Dean

11/2/2020

Technical Review

12/03/2020

Curriculum Committee

1/19/2021

DTRW-I

MM/DD/YYYY

Curriculum Committee

MM/DD/YYYY

Board

MM/DD/YYYY

CCCCO

MM/DD/YYYY

Control Number

CCC000426885

DOE/accreditation approval date
MM/DD/YYYY