

PERSONAL SELLING SKILLS

Course No	:	BUS 273
Course Title	:	PERSONAL SELLING SKILLS
Prerequisites	:	BUS 154
Course Type	:	Major – Elective
Faculty Member	:	Dr. ; Room # ; Telephone ; e-mail ;
Office Hours	:	
Class Time	:	
Lecture Class	:	

Course Objectives:

The aim of this Business Skills Course is to help the student develop his personal selling skills that will successfully meet customer and employer needs. To provide a route to more satisfied customers, more successful salespeople, and better long-term business relationships.

Course Description:

The application of behavioral and persuasive communication theories and techniques necessary to develop effective personal selling skills within an organization. Emphasis on personal and professional development, interpersonal skills, verbal and written presentation skills, understanding prospecting, sales and buying processes, and developing and maintaining customer satisfaction.

Course Outline:

1. Introduction
2. What is Selling?
3. Don't Just Order-Take
4. The customer's perspective described by customer situation factors and customer objectives
5. Developing trust and rapport
6. The customer-focused skills of questioning, listening, and verifying.
7. Opening the call
8. Determining customer objectives and situation factors
9. How to Reach the Decision Maker
10. The Sales Presentation (presenting recommendations using the objective-benefit-feature (OBF) concept)
11. Obtaining customer commitments
12. Managing Sales Obstacles
13. Developing a customer profile
14. Outlining a call plan (how to make appointments by phone)
15. Conducting post-call analysis.

Learning Outcomes:

By the end of this course, the student will be able to:

1. Define his/her typical customer
2. Determine what the customer wants
3. Decide why the customer will buy from him/her
4. Produce a personalized plan of campaign for his/her market research
5. Identify the firm's strengths, weaknesses, opportunities and threats
6. Design a successful marketing 'package'.

Skills to be developed:

This course helps students in developing the following skills:

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| 1. Communication (Oral & written) | Through Assignments, Case Study discussions and Examinations |
| 2. Analytical | Through Case studies and examinations |
| 3. Team Work | Through Case studies |
| 4. Creative Thinking | Through Case studies, assignments, classroom discussions |
| 5. Adaptability to Change | Through Case studies, and examinations |
| 6. Ethics | Through lectures and assignments |
| 7. Use of Information Technology | Through use of PCs, Internet, CD-ROM, Statistical data base in the library |

Evaluating Student Performance:

Class participation and attendance	10%
Individual assignments	20%
Mid-term examination	20%
Final Exam	50%

Assignment	LO1	LO2	LO3	LO4	LO5	LO6
Class participation	X					
Assignment	X	X	X	X		X
Mid-term exam	X				X	
Final exam	X				X	

Grading:

<u>Percentage Score</u>	<u>Letter Grade</u>	<u>GPA Points</u>	<u>Percentage Score</u>	<u>Letter Grade</u>	<u>GPA Points</u>
90 - 100	A	4.0	70 - 74	C	2.0
85 - 89	B+	3.5	65 - 69	D+	1.5
80 - 84	B	3.0	60 - 64	D	1.0
75 - 79	C+	2,5	< 60	F	0.0

Educational Resources:

<i>Educational Resource</i>	Description	Comments
Textbooks Required	Principles of creative selling by Haas & Ernest Selling by Weitz, Castleberry and Tanner	
References	Sales management by Johnson, Kurtz and Scheuing	
Internet Resources	Internet searches for obtaining information on Personal Selling Skills	
Journals Computers	Journal of Retailing (CD-ROM) data base in the library + Action learning through CD Accompanying the textbook	N/A
CD - ROM :	Library resources, Internet search of periodicals	N/A
Other Resources:		N/A

Course Schedule & Outline:

Sixteen Week Semester, 3 hrs/Wk

Date	Week	Outline Syllabus	Learning Outcomes	Homework Assignments, Due dates
February 12/2-16/2	1		LO1	
February 19/2-23/2	2		LO2	
May 28/5- 31/5		General Review		