COURSE INFORMATION FORM

DISCIPLINE          BSAD 160
COURSE TITLE        Principles of Selling

CR. HR.   3  LECT HR.  3  LAB HR.  ______  CLIN/INTERN HR.  ______  CLOCK HR.  ______

CATALOG DESCRIPTION
This class covers the basic foundations for understanding the concepts and practices of personal selling. Emphasis will be on developing relationships and partnerships in the selling process.

PREREQUISITES
None

EXPECTED STUDENT OUTCOMES IN THE COURSE (ESO)
Upon completion of this course, the student will be able to:
1. Explain why people buy.
2. Identify what it takes to build trust.
3. Demonstrate communication skills for relationship building.
4. Outline proper sales presentation.
5. Defend a prospect’s objections.
6. Demonstrate effective closing techniques.

GENERAL EDUCATION OUTCOMES (ESO)
Specify which general education outcomes, if any, are substantially addressed by the course. Numbers in parentheses identify the Expected Student Outcomes linked to the specific General Education Outcome.

Outcomes
1. Communications
   A. Listening and speaking skills
      2. Identify and explain the elements of the communication process (speaker, message, channel, listener, feedback, interference, situation) and apply these elements in different speaking contexts. (2,3,4,5,6)
      6. Demonstrate basic communication delivery skills, both vocally (volume, rate, articulation, variety) and nonverbally (posture, eye contact, use of face and hands). (3,6)
      8. Analyze and evaluate the oral communication skills of others as well as self-evaluate and modify one’s own communication skills. (1,3,5,6)
PROGRAM-LEVEL OUTCOMES

CAREER AND TECHNICAL EDUCATION PROGRAM OUTCOMES
Specify which Career and Technical program outcomes, if any, are substantially addressed by the course by completing the “Career and Technical Education template” to show the relationship between course and program outcomes to assessment measures.

A.A.S. in Business

Students will communicate effectively within the business environment.

- Present information orally.
- Exhibit positive interpersonal communications.

Students will demonstrate the ability to learn, analyze and apply business solutions in a global environment.

- Exhibit an understanding of professional ethics and social responsibility.

CLASS-LEVEL ASSESSMENT MEASURES
Student accomplishment of expected student outcomes may be assessed using the following measures. (Identify which measures are used to assess which outcomes.)

1. Role playing sales presentations (3,4,5,6)
2. Written critique of peer sales presentations (1,2,3,4,5,6)
3. Examinations: multiple choice, short answer, essay (1,2,3,4,5,6)
4. Written plan of sales presentation (1,2,3,4,5,6)
Individual instructors may order this outline as fits the needs of their individual courses. In addition, they may place more emphasis on some areas than on others. What is assured is that this particular list is covered in the course. Other topics may be added to a course as the instructor sees fit, and as time and interest allow. An *asterisk can be used to mark an item as optional.

I. Selling as a profession
   A. Life of a professional salesperson
   B. Social, ethical and legal influences

II. Preparation for relationship selling
   A. Why people buy
   B. Communication for relationship building
   C. Know your customers, products, technologies

III. Relationship selling process
   A. Prospecting
   B. Planning the sales call
   C. Selecting your presentation method
   D. Elements of sales presentation
   E. Prospect’s objections
   F. Closing
   G. Service and follow-up

IV. Time and Territory Management
   A. Forming customer sales territories
   B. Territory management