

SYLLABUS
SALESMANSHIP
BSAD-2070

2006

WESTERN NEBRASKA COMMUNITY COLLEGE
DIVISION OF BUSINESS AND
OFFICE/INFORMATION TECHNOLOGY

I. CATALOG DESCRIPTION:

BSAD-2070

Salesmanship

Prerequisite: None

This course is designed to introduce the student to sales in the marketing world. Emphasis is placed on selling as a rewarding career, the role of the salesperson, types of selling jobs and consumer relationships.

(3/45/0/0/0/3)

II. GENERAL OBJECTIVES:

A. Part 1

1. Presents the background information that is necessary for a successful sales career

B. Part 2

1. Focuses on the most important person in the selling process, the customer

C. Part 3

1. Examines in detail the selling process beginning with finding and qualifying customers through the topics of gathering customer information, making the sales appointment, capturing your customer's attention, making the presentation, demonstrating your offering in a creative fashion, handling objections, and closing the sale

D. Part 4

1. Covers the important topics of how to use your selling skills effectively and how to manage your time, territory, and financial resources

III. INSTRUCTIONAL MATERIALS:

A. Text

1. Hair, Notturmo, Russ. *Effective Selling*. Southwestern Publishing. 8th edition. 1991

IV. COURSE OUTLINE:

A. PART 1: Personal Selling Basics

1. Chapter 1: The Role of Personal Selling
2. Chapter 2: The Job of Personal Selling: Traits and Tasks

B. PART 2: Background for Selling

1. Chapter 3: Buying Behavior
2. Chapter 4: The Communication System
3. Chapter 5: Knowledge Necessary for Successful Selling
4. Chapter 6: Promotional Sales Support

C. PART 3: Preselling Activities

1. Chapter 7: Prospective and Qualifying
2. Chapter 8: Planning the Sales Presentation--The Preapproach

D. PART 4: The Selling Process

1. Chapter 9: Securing and Opening the Sales Call -- The Approach
2. Chapter 10: Making the Sales Presentation
3. Chapter 11: The Demonstration
4. Chapter 12: Answering Buyers' Objections
5. Chapter 13: Closing the Sale

E. PART 5: Basic Selling Responsibilities

1. Chapter 14: Providing Service and Goodwill after the Sale
2. Chapter 15: Self-Management
3. Chapter 16: Legal, Ethical, and Social Responsibilities

F. PART 6: Special Types of Selling

1. Chapter 17: Selling to Organizational Buyers
2. Chapter 18: Selling to Ultimate Consumers

G. PART 7: Sales Management

1. Chapter 19: Building the Sales Force
2. Chapter 20: Managing the Sales Force

V. METHOD OF PRESENTATION:

The core skills required for a sales career will be presented in a lecture format with students required to complete certain course requirements. The requirements are designed to provide students with the knowledge and understanding of skills needed in sales today. A combination of class lecture, discussion, case analysis, resource persons, individual and group activities and research papers are all learning methods used throughout the course.

VI. METHOD OF EVALUATION:

Students will receive a grade based on the total points accumulated on exams, classroom exercises, current reading material and outside research projects. Class participation will also be considered in determining a final course grade. The following grade scale will be used:

A	=	100 - 90
B	=	89 - 80
C	=	79 - 70
D	=	69 - 60
F	=	50 - Below

A. Testing Policy

Makeup exams will only be allowed if the instructor has been contacted before the exam to make arrangements. A student missing an exam must present a valid excuse and plan to take the exam within one week of the original exam date.

B. Attendance

Students are expected to attend every meeting of the class in which they are enrolled except for those absences caused by participating in College-sponsored

activities, by student illness, or by certain emergencies. These are excused and the student is permitted to make up the work missed to the extent possible. The attendance policy will be:

"When the number of unexcused absences equals the number of credit hours of the course, the instructor will notify the student and Dean of Student Services in writing. After one more unexcused absence the student is dropped from the course. The instructor will inform the Dean of Student Services of his/her action in writing. Unexcused absences incurred during the forty-eight hours immediately preceding or following an official College holiday are treated as double absence."

VII. SPECIFIC OBJECTIVES:

Objectives for each chapter are listed at the beginning of each chapter.

VIII. ACADEMIC INTEGRITY:

Academic integrity forms a fundamental bond of trust between colleagues, peers, teachers, and students, and it underlies all genuine learning. At WNCC, there is no tolerance for plagiarism or academic dishonesty in any form, including unacknowledged "borrowing" of proprietary material, copying answers or papers, or passing off someone else's work as one's own.

A breach of ethics or act of dishonesty can result in:

- failure of a paper or exam within a course
- failure of an entire course (blatant plagiarism, cheating on a test or quiz)
- academic suspension or expulsion from the college

IX. EQUAL ACCESS:

Western Nebraska Community College is committed to providing equal access to educational opportunities through reasonable accommodation when necessary. If you qualify under the Americans with Disabilities Act (ADA), please notify the Director of Counseling (308 635-6090) as soon as possible to begin a process of documentation review and determination of appropriate accommodation or adaptive strategies.