

Dixie State University - Hazy School of Business

MKTG 1510 - Principles of Salesmanship

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CREDIT: 3 Semester Hours

CLASS SCHEDULE: Tuesday, Thursday (2:30 - 4:15 a.m. Lecture)
Office Hours: MWF 11:00-Noon

REQUIRED TEXT: ABC's of Relationship Selling Through Service
By Charles M. Futrell 12th Edition

The Greatest Salesman in the World
By Og Mandino

COURSE DESCRIPTION:

This course will cover the fundamentals of selling goods or services, as well as the basic principles of sales management. Both major areas of selling (retail/direct selling) will be discussed. Emphasis will be given to the following segments of a sales presentation: pre-call research and qualifying customers, approaching customers or clients, determining customers real wants and needs, the presentation or demonstration of the product or service, handling objections, closing the sale, suggestion selling, and follow-up procedures. Telephone sales, managing sales forces and territories, and conducting sales manager meetings will also be covered. There are no pre-requisites for the course.

ADA DISCLAIMER:

If you are a student with a disability or think you might have a disability and would like accommodations, please contact the Disability Resource Center (BRN, room 108 ex. 7516). This syllabus is available in alternative formats.

OBJECTIVES:

When the student successfully completes this course he/she will:

1. Have a basic knowledge of what a career in selling has to offer.
2. Know what personal qualities and abilities are needed for a person to be successful in selling.
3. Have a general knowledge of the different types of customer characteristics.
4. Have an understanding of the basic elements of customer behavior.
5. Learn a step-by-step procedure for effective prospecting.
6. Understand how to qualify potential customers.
7. Know how to properly secure a sales interview.
8. Know how to approach a client or customer.
9. Know how to give an effective sales presentation under any selling situation.
10. Learn proper use of sales aids and how to implement showmanship into the sales presentation.
11. Understand how to determine the wants and needs of the customer.
12. Know how to properly handle customer objections.
13. Learn how to use customer facial expressions, voice inflections, body language, etc. to aid in determining needs and in overcoming sales resistance.
14. Know the various methods of closing the sale.
15. Understand the proper way to use suggestion selling techniques.

16. Understand the importance and correct methods of proper follow up.
17. Know the proper methods of good telephone selling.
18. Know how to properly prepare for and conduct a sales meeting.
19. Understand the importance of human relations in selling.
20. Have a general knowledge of the various techniques of self-management.

ASSIGNMENTS:

Reading: Stay up to date on the reading material!

Textbook: Read approximately one chapter per week. Advice: Do NOT fall behind!

Periodical Assignments: Handouts & selected assignments will be given periodically.

(Some assignments will be required to be completed during class, and some will require library research outside of class time. These assignments are designed to aid in understanding the principles being studied.)

Book Report: Each student will be required to read, and write a book review covering their reading of "*The Greatest Salesman In The World*" by Og Mandino. These reports are to be typed, double spaced, and turned in on Thursday, December 5th. Any reports turned in after 5:00 p.m. on that day will be counted late. A **penalty** of one grade will be assessed for each day late. These reports are to be 5 to 6 pages long (double spaced, name and course title TR, 1" TBRL margins). The details covering specific outlined content will be provided during the semester.

Sales Presentation: Each student will be required to give an in-class sales presentation to their peers. The presentation will take the form of a "role-play" with the presenter being the salesperson. The product or service to be presented (sold) will be selected by the student and must be approved by the instructor. Class members will be required to evaluate each presentation. These presentations will be **12-20 minutes**.

QUIZZES AND EXAMS:

To measure the student's mastery of the learning objectives, quizzes will be given. In-class quizzes will be announced either in the previous class or by Canvas email at least 1 day prior to the quiz. All chapter quizzes will be provided by Canvas and taken in the DSU Testing Center. There will be a mid-term and a final exam. Unless pre-authorized, a ten-point (one grade) **penalty** will be assessed on exams taken late. No make-up quizzes will be accepted. Assignments may be turned in late (less 15% for each day late). Valid absentee notices must be given before class.

GRADING:	
Book Report	25%
Quizzes / Etc*, **	30%
Sales Presentation	10%
Mid-term Exam	10%
Final Exam	25%
Total: 100%	

"I will act now.
 My procrastination which has held me back
 was born of fear and now I recognize this secret
 mined from the depths of all courageous hearts.
 Now I know that to conquer fear
 I must always act without hesitation
 and the flutters in my heart will vanish.
 Now I know that action reduces the lion of terror
 to an ant of equanimity.
I will act now." *Hafid*

90-100 = A
80-89 = B
70-79 = C
60-69 = D
0-59 = F

*= Attendance
 **= Extra Credit