

Dixie State College - Hazy School of Business

MKTG 1510 - Principles of Salesmanship



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REQUIRED TEXT:

ABC's of Relationship Selling Through Service

By Charles M. Futrell 11th Edition

The Greatest Salesman in the World

By Og Mandino

COURSE DESCRIPTION:

CREDIT: 3 Semester Hours

CLASS SCHEDULE: Tuesday, Thursday (9:00 - 10:15 a.m. Lecture)

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.

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, April 26th. 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 record an actual sales presentation for the midterm and final exam. 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 presentations prior to the midterm and final exam. Class coaching and feedback will be given.

QUIZZES AND EXAMS:

To measure the student's mastery of the learning objectives, quizzes will be given. In-class

assignments will be given. All chapter quizzes will be provided by Blackboard. There will be a mid-term and a final exam. 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 and approved.

GRADING:	
Attendance	35%
Book Report	10%
Quizzes / Etc*, **	35%
Mid-term Exam	10%
Final Exam	10%
Total: 100%	

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

“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

*= in-class assignments and call recordings **= Extra Credit

College Information

If you are a student with a medical, psychological or a learning difference and requesting reasonable academic accommodations due to the disability, you must provide an official request of accommodation to your Professor from the Disability Resource Center within the first two weeks of the beginning of classes. Students are to contact the center on the main campus to follow through with, and receive assistance in the documentation process to determine appropriate accommodations related to their disability. You may call 652-7516 for an appointment and further information regarding the American with Disabilities Act (ADA) of 1990 per Section 504 of the Rehabilitation Act of 1973.

Important **class and college information will be sent to your DSC email account.** This information includes your DSC bill, financial aid/scholarship notices, notification of dropped classes, reminders of important dates and events, and other information critical to your success in this class and DSC. All DSC students are automatically assigned an email account. If you don't know your user name and password, go to www.dixie.edu for complete instructions logging in and accessing your account. You will be held responsible for information sent to your email, so please check it often.

Date			Class Time	Og	Other Assignments/Activities/Notes:
Tue	Jan	9	I n t r o d u c t i o n		
Thu	Jan	11	Chapter 1		[Last day to add without signature]
Tue	Jan	17	Chapter 2		[Drop/Audit fee begins]
Thu	Jan	19		Ch. 1-7	
Tue	Jan	24	Chapter 3		Call Scripts reviewed, [\$50 late registration/payment fee]
Thu	Jan	26		Ch. 8	Call Scripts redone and reviewed

Tue	Jan	31	Chapter 4		Call Scripts are due, [Pell Grant Census, last day for refund]
Thu	Feb	2		Ch. 9	Record outbound sales calls
Tue	Feb	7	Chapter 5		Practice your outbound sales call
Thu	Feb	9		Ch. 10	Practice, Get coaching, practice, rewrite, practice
Tue	Feb	14	Chapter 6		Practice
Thu	Feb	16		Ch. 11	Practice
Tue	Feb	21	Chapter 7		Get ready for midterm
Thu	Feb	23		Ch. 12	MIDTERM- Record outbound sales call for grade
Tue	Feb	28	Chapter 8		TBD
Thu	Mar	1		Ch. 13	TBD
Tue	Mar	6	Chapter 9		TBD
Thu	Mar	8		Ch. 14	TBD
Tue	Mar	13	S P R I N G B R E A K		
Thu	Mar	15			
Tue	Mar	20	Chapter 10		TBD
Thu	Mar	22		Ch. 15	TBD
Tue	Mar	27	Chapter 11		TBD
Thu	Mar	29		Ch. 16	TBD
Tue	Apr	3	Chapter 12		TBD
Thu	Apr	5		Ch. 17	TBD
Tue	Apr	10	Chapter 13		TBD
Thu	Apr	12		Ch. 18	TBD
Tue	Apr	17	Chapter 14		TBD
Thu	Apr	19	P r e s e n t a t i o n s		
Tue	Apr	24			

Thu	Apr	26	LAST DAY OF CLASS		Book Reports Due
Fri	Apr	27+	FINAL EXAM WEEK		Record sales call between these dates (real customers) April 27 - May 3
Fri	May	4	COMMENCEMENT		