

DISCLAIMER: This course outline is only a sample and is subject to change. Course materials, assignments, dates, and weighting will vary depending on delivery format and instructor.

Territory Acknowledgement

We acknowledge and respect the lək'wəŋən peoples on whose traditional territory the university stands and the Songhees, Esquimalt and WSÁNEĆ peoples whose historical relationships with the land continue to this day.

Professional Sales Skills

BMBA 270

Course Description

Based on the consultative sales approach, this course focuses on the self-management, business development and selling techniques that facilitate a successful career in modern professional sales. Lectures, discussions, group learning activities, hand-in assignments and simulated sales presentations provide you with a step-by-step approach to building relationships and servicing customer needs.

Learning Outcomes

Upon completion of this course, you will be able to:

- Understand the role of the modern sales professional.
- Understand and employ the consultative sales approach.
- Create and implement strategies for business development.
- Employ effective time management and self-management techniques.
- Manage the ethical issues associated with professional selling.
- Analyze customer needs and behavior and utilize appropriate sales techniques to build relationships and secure business.

Instructional Strategies

The instructor will use lecture and workshop format for material delivery, and in-class group work and discussions to deliver the course content. Students are expected to attend all classes, to share in their learning and to be respectful of one another. Participation includes respectful active listening, not just talking. Someone who dominates class discussions will NOT earn extra points.

Resources

The required textbook used in this course is:

ABC's of Relationship Selling Through Service, 7th Canadian Edition, Futrell, Agnihotri, Krush, Valvasori, Rourke (McGraw Hill Ryerson).

Materials will be searchable through UVic Bookstore 3-4 weeks prior to the course's start date. At that time, students can enter course code(s) at <https://www.uvicbookstore.ca/text/> in order to confirm and purchase course materials.

The textbook is important in your learning. There are key concepts and examples that will provide you with foundational knowledge and examples to support your understanding of the course content.

Prerequisites

None

Weekly Schedule

Week	Topics	Readings and Activities
Week 1	Psychology of selling	Chapter 3
Week 2	Communications and building relationships Sales knowledge: customers, products, technologies	Chapter 4 Chapter 5
Week 3	<u>Quiz #1: Preparation for relationship selling</u> Prospecting	 Chapter 6
Week 4	Pre-approach planning	Chapter 7
Week 5	Review week	
Week 6	Strategic presentations	Chapter 8
Week 7	Persuasive / effective presentations	Chapter 9
Week 8	Dealing with concerns / objections	Chapter 10
Week 9	Closing	Chapter 11
Week 10	Following up and maintaining relationships	Chapter 12
Week 11	<u>Quiz #2: The relationship selling process</u> Professional sales as a career	 Chapter 1
Week 12	Ethics and customer relationship Time, territory, and self-management	Chapter 2 Chapter 13
Week 13	<u>Quiz #3: Ethics and selling as a profession</u> Wrap-up	

Evaluation

Assignment	Due Date and Time	Mark
In-Class Contributions	On-going	25%
Role play / cases	On-going	10%
Quiz #1: Preparation for relationship selling	Week 3	20%
Quiz #2: Relationship selling	Week 11	25%
Quiz #3: Ethics and selling as a profession	Week 13	20%
	Total	100%

SAMPLE

Assignments

In-class contributions

It is expected that students will actively participate in class discussions by attending each class, undertaking assigned readings, offering questions, insights / comments on the material presented and participating fully in-class discussions and group role-play / experiential activities.

Role play / cases

At least once over the course of the term, each student will be asked to re-enact a group role-play scenario in front of the class and / or share learnings from experiential activities.

Quizzes

The course is structured into three units and 45-60 minute quizzes will be included at the end of each unit to evaluate retention of key concepts:

- Preparation for relationship selling – Chapters 3-5
- Relationship selling – Chapters 6-12
- Ethics and selling as a profession – Chapters 1, 2, 13