

**STATE UNIVERSITY OF NEW YORK  
COLLEGE OF TECHNOLOGY  
CANTON, NEW YORK**



**COURSE OUTLINE**

**BSAD 222 – PRINCIPLES OF SELLING**

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**SCHOOL OF BUSINESS AND LIBERAL ARTS  
BUSINESS DEPARTMENT  
SEPTEMBER 2015**

- A. **TITLE:** Principles of Selling
- B. **COURSE NUMBER:** BSAD 222
- C. **CREDIT HOURS:** 3
- D. **WRITING INTENSIVE COURSE:** No
- E. **COURSE LENGTH:** 15 weeks
- F. **SEMESTER(S) OFFERED:** Fall
- G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:** 3 hours lecture per week
- H. **CATALOG DESCRIPTION:** This course focuses on the personal selling process and is designed to benefit students across multiple disciplines, especially students wishing to develop a competency in sales. Students focus on the role of consumer behavior and effective communication as applicable to personal selling. Students identify and examine selling principles such as persuasive communication, negotiating, prospecting, preparing and delivering sales presentations, overcoming objections, and closing the sale.
- I. **PRE-REQUISITES/CO-COURSES:**  
 a. Pre-requisite(s): none  
 b. Co-requisite(s): none
- J. **GOALS (STUDENT LEARNING OUTCOMES):**

By the end of this course, the student will be able to:

<b><u>Course Objective</u></b>	<b><u>Institutional SLO</u></b>
a. Define personal selling	2. Crit. Thinking
b. Identify and explain steps in the selling process	2. Crit. Thinking
c. Explain how buyers make purchasing decisions	2. Crit. Thinking
d. Identify the role of ethics in selling	2. Crit. Thinking 3. Prof. Competence

K. **TEXTS:**

Ingram, T. N., LaForge, R. W., & Ramon, A. A. (2015). *Sell* (4 ed.). Mason, OH: Cengage Learning.

L. **REFERENCES:**

M. **EQUIPMENT:** Technology Enhanced Classroom.

N. **GRADING METHOD:** A-F

O. **MEASUREMENT CRITERIA/METHODS:**

- Case Studies
- Quizzes
- Exams

**P. DETAILED TOPICAL OUTLINE:**

I. Introduction

A. Introduction to Selling

1. Selling Basics
2. History of Selling
3. Selling as a Career
4. Types of Selling Jobs

B. Relationship Selling

1. Relationship Building
2. Earning Trust
3. Personal Selling Approaches
4. Ethics and Selling

II. Communication in Selling

A. Sales Communication Skills

1. Analyzing Prospects
2. Active Listening
3. Nonverbal Communication
4. Providing Information

B. Understanding the Customer

1. Customer Types
2. Purchase Decision Process
3. Customer Orientation
4. Individual Buyers
5. Buying Teams

III. The Selling Process

A. Prospecting

1. Identifying Prospects
2. Prospecting Methods
3. Gathering Information
4. Planning the Sales Call
5. Generating Interest

B. Planning Sales Presentations

1. Types of Sales Presentations
2. Gaining Attention
3. Customer-Focused Perspective
4. Communicating Value
5. Engaging the Audience
6. Team Selling Presentations
7. Closing a Sales Presentation

### C. Negotiating and Addressing Buyer Objections

1. Planning for Negotiations
2. Anticipating Objections
3. Methods of Negotiating
4. Communicating Solutions

### D. Closing the Sale

1. Formulating the Close
2. Methods of Closing the Sale
3. Guidelines for Closing the Sale

### E. Customer Relationship Management

1. Assessing Customer Satisfaction
2. Post-Sale Communication
3. Maintaining Customer Relationships
4. Customer Service Plans

## IV. Sales Management

### A. Self-Management

1. Time Management
2. Setting Goals and Objectives
3. Classifying and Managing Accounts
3. Technology for Managing Sales Activities
4. Self-Evaluation

### B. Introduction to Sales Management

1. Sales Management Activities
2. Building a Sales Force
3. Setting Performance Objectives
4. Evaluating Performance
5. Sales Force Motivation and Compensation