

SYLLABUS
PART I
EDISON COMMUNITY COLLEGE
MKT 112S EFFECTIVE SELLING
3 CREDIT HOURS

COURSE DESCRIPTION

Principles of selling with emphasis on practical application through student sales demonstrations, promotional activities, and case studies. Includes comprehensive study of product knowledge, handling objections, and closing techniques. Customer relations, customer buying motives, and sales problems that arise in business are studied in detail.

COURSE GOALS

The student will:

Bloom's Level		Program Outcomes
3	1. Teach the techniques of professional selling.	1, 6, 8
4	2. Explain the adaptive selling theory in selling all types of products and services.	6, 8
3	3. Apply the proper selling tools at the right time.	8
4	4. Analyze successes and failures in a selling situation.	4, 8
3	5. Identify, explain and apply the tools salespersons use to locate customers, identify customer needs, offer customer solutions, overcome sales resistance, close the sale, and build customer relationships.	8
2	6. Describe selling to service organizations.	6, 8
3	7. Prepare sales agreements.	8
2	8. Discuss the ethical and legal aspects of selling.	2, 6, 8, 9
3	9. Develop and deliver a sales presentation to a group.	1, 3, 5, 8
3	10. Demonstrate a one-on-one sales presentation..	1, 8

CORE VALUES

The Core Values are a set of principles that guide in creating educational programs and environments at Edison. They include communication, ethics, critical thinking, human diversity, inquiry/respect for learning, and interpersonal skills/teamwork. The goals, objectives, and activities in this course will introduce/reinforce these Core Values whenever appropriate.

TOPIC OUTLINE

1. The selling profession, including the diversity of sales careers, attractions and aversions of selling; adaptive selling
2. The sales professional: key factors for success, including communication skills and knowledge of the competitive environment
3. Behavior and motives of individual and organizational customers
4. Prospecting and qualifying; fact-finding and pre-call planning
5. Making a successful sale through a sales presentation
6. Handling resistance and closing techniques
7. Relationship building
8. Negotiating sales agreements
9. Additional dimensions of selling, including selling to service and non-profit organizations; the legal and ethical aspects of selling

10. Hiring, motivating, training and managing the sales force
11. The future of selling and sales management
12. Sales forecasting techniques