

## Course Outline

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Marketing and International Business  
School of Business & Economics

MKTG 3450 - **3.00** - Academic

Professional Selling

## Rationale

Calendar description, Learning Outcomes, Student evaluation

## Calendar Description

Students will gain an overall view of the professional selling function. They will come to understand the role of personal selling in marketing and society and its application within organizations. Topics include relationship selling opportunities; creating value with a relationship strategy; developing a relationship strategy; communication styles; creating production solutions; buying process and buyer behavior; approaching the customer; developing and qualifying a prospect base; determining customer needs; sales demonstration; negotiating buyer concerns; and closing and confirming the sale.

## Credits/Hours

**Course Has Variable Hours:** No

**Credits:** 3.00

**Lecture Hours:** 3.00

**Seminar Hours:** 0

**Lab Hours:** 0

**Other Hours:** 0

*Clarify:*

**Total Hours:** 3.00

**Delivery Methods:** (Face to Face)

**Impact on Courses/Programs/Departments:** No change

**Repeat Types:** A - Once for credit (default)

**Grading Methods:** (S - Academic, Career Tech, UPrep)

## Educational Objectives/Outcomes

1. Explain the many types of selling opportunities in the marketplace.
2. Describe how selling has evolved and how it fits with current marketing practices.
3. Explain the concept of value-added selling.
4. Apply different communication styles in various selling scenarios.

5. Create product solutions that add value.
6. Describe the buying process and analyse buying behavior.
7. Develop and qualify prospects and accounts.
8. Approach the customer with an adaptive selling style.
9. Investigate and diagnose customer needs.
10. Make an effective sales presentation and demonstration.
11. Negotiate buyer concerns.
12. Identify buying signals and perform an effective close.
13. Explain ethical influences on sales decisions.
14. Role-play a sales situation.

## Prerequisites

MKTG 2430-Introduction to Marketing or equivalent with a minimum C-

## Co-Requisites

## Recommended Requisites

## Exclusion Requisites

MKTG 3451-Professional Selling  
HMGT 2120-Hotel Sales and Service  
BBUS 3450-Professional Selling

BBUS 3451-Professional Selling

## Texts/Materials

### Textbooks

1. **Required** Manning, Ahearn, Reece, Mackenzie. *Selling Today*, 7th Canadian ed. Pearson, 2015

## Student Evaluation

The Course grade is based on the following course evaluations.

**Quizzes 0-10%**

**Term test(s) 20-40%**

**Participation/attendance 0-10%**

**Case studies/research/projects/ assignments 10-30%**

**Role play or negotiation project 10-30%**

**Final exam 20-40%**

**Term tests and final exams must not make up more than 70 percent of evaluation and group work must not make up more than 50 percent.**

## Course Topics

1. Relationship Selling Opportunities

- Definition of personal selling and philosophy
  - Employment opportunities and settings
2. Evolution of Selling Models
    - Evolution of personal selling
    - Personal selling and the marketing mix
    - Value creation selling
  3. Creating Value with a Relationship Strategy
    - Self-concept, “win-win” strategies
    - Verbal and non-verbal communication
    - Strategies for self-improvement
  4. Communication Styles
    - The 4 communication styles
    - Style bias, style flexing
    - Communication style principles
    - Communication style model
  5. Creating Product Solutions
    - Designing a product configuration
    - Become a product, company, competition expert
    - FAB strategy
  6. Product Selling Strategies
    - Designing a product configuration
    - Become a product, company, competition expert
    - FAB strategy
  7. Product Positioning Selling Models
    - Product positioning
    - Positioning strategies
  8. Buying Process and Buyer Behaviour
    - Consumer versus business buyers
    - Buying process
    - Types of business buying situations
    - Buyer behaviour
  9. Approaching the Customer
    - Planning the approach
    - Presentation objectives
    - Developing a presentation plan
    - Types of approaches
  10. Developing and Qualifying a Prospect Base
    - Prospecting and account development
    - Sources of prospects
    - Qualifying prospects
  11. Determining Customer Needs

- Need satisfaction
- Questioning and need discovery
- SPIN selling model
- Types of questions
- Matching needs with benefits

#### 12. The Sales Presentation

- Presentation strategies
- Guidelines for value-added presentations
- Presentation tools

#### 13. Negotiating Buyer Concerns

- Definition and process of negotiations
- Planning and conducting negotiations
- Types of buyer concerns
- Methods of negotiating

#### 14. Closing and Confirming the Sale

- Guidelines for closing
- Closing clues/ buying signals
- Methods for closing
- Confirming the sale

#### 15. Ethics in Selling

- Emotional intelligence
- Factors Influencing ethical sales decisions
- Unethical vs illegal sales situations

## **Methods for Prior Learning Assessment and Recognition**

As per TRU Policy

### **Last Action Taken**

Implement by Submission Preview Subcommittee Chair Joanne (Retired) Moores

Current Date: 29-Oct-20