

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: MKT 110

Credits: 3

Course Title: Principles of Selling

Course Description: Presents a fundamental, skills-based approach to selling and relationship building. Emphasizes learning effective interpersonal communication skills in all areas of the sales process through skill-building activities. Examines entry-level sales careers in retailing, wholesaling, services, and industrial selling. Lecture 3 hours per week.

General Course Purpose: The present marketing venues and opportunities resulting from the strong presence of the Internet, the proliferation of small entrepreneurial business startups, market diversity, and the growing need for middle management staff by mass merchandisers, require more focused instructional experiences than traditional marketing programs.

Course Prerequisites and Co-requisites:

None

Student Learning Outcomes:

Upon completing the course, the student will be able to

- a. Discuss why people choose a sales career;
- b. Examine the types of sales jobs and selling situations;
- c. Better understand the salesperson's job activities;
- d. Present the characteristics salespersons believe are needed for success;
- e. Discuss the role of personal selling in the firm and the firm's marketing effort;
- f. Illustrate how the firm's product, price, distribution, and promotion efforts are coordinated for maximum sales success;
- g. Explain the relationship of the salesperson's objectives and quotas to the corporate and marketing objectives;
- h. Show why sales objectives are important;
- i. Illustrate techniques on how to determine a customer's needs;
- j. Present factors which influence the consumer's buying decision;
- k. Stimulate ideas on methods for selling;
- l. Review barriers to effective sales communication;
- m. Develop means of persuasive communication;
- n. Discuss the major body of knowledge needed for increased sales success;
- o. Present the four elements of sales call planning;
- p. Discuss four sales presentation methods;
- q. Present four types of questioning techniques for use throughout the presentation;
- r. Discuss the six elements of the sales presentation mix;
- s. Present eight basic points to consider in meeting prospect object;

- t. Explain the essentials of closing a sale;
- u. Discuss the timing of a close;
- v. Present examples of several closing techniques;
- w. Present eight steps involved in increasing your customer's sales;
- x. Review the importance of properly handling customer's returned goods requests and complaints in a professional manner;
- y. Review the retail sales process;
- z. Explain the steps industrial purchasing agents go through in their buying decision;
- aa. Discuss the purchase motives;
- bb. Present the major elements involved in managing the sales territory;
- cc. Review the ethical dealing with salespeople, employers, and customers;
- dd. Discuss what is involved in training the sales force; and
- ee. Explain the basic methods of compensating salespeople.

Major Topics to Be Included

- a. The various types of selling functions
- b. The total-company involvement role within which today's successful person must interact

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