

Saint Leo University
MKT 308
Personal Selling

Course Description:

The course provides the foundation for successful selling concerning legal issues, preparation, prospecting, approach, presenting, closing, and follow-up. Consumers' purchase decisions, interpretation of body language, and overcoming objections are studied.

Prerequisites:

MKT 301 and junior level standing.

Textbook:

Futrell, C.M. (2013). *ABC's of relationship selling through service* (13th ed.). New York: McGraw-Hill Irwin. ISBN-13: 978-1-260-16982-9

Learning Outcomes:

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

1. Prospect potential sales targets using current research techniques.
2. Develop an approach to potential sales targets.
3. Present a sales method
4. Overcome objections
5. Close a sale using a number of formats.
6. Develop meticulous follow-up practices to ensure future sales.
7. Develop ethical behavior in consummating sales transactions.
8. Values Outcome: Discuss, integrate, and explain the relevance of the Excellence in the context of this course.

Saint Leo University Core Value:

The Marketing Department has identified the Saint Leo University Core Value of **Integrity** as the Core Value that most readily relates to material in MKT308.

Integrity: The commitment of Saint Leo University to excellence demands that its members live its mission and deliver on its promise. The faculty, staff, and students pledge to be honest, just, and consistent in word and deed.

GRADE COMPONENTS

Quizzes (180 points)

Quizzes are important because they test your understanding of the material contained in each chapter. There are six (6) quizzes. Each quiz consists of 15 multiple-choice items and is worth 30 points.

Cases (150 points)

Each case was chosen because it allows you to apply the information contained in the chapters. Many people are under the impression that in marketing, there are no right and wrong answers. Each decision is based on the marketer's personal opinion. In reality, that is not true. There are consequences to each decision and as a result, there are right and wrong decisions. In each of

the cases, there are right and wrong answers. When answering a question, unless the question states, "in your opinion," the answer relates to specific information that can be found in the textbook. The information can be obtained in any module that has been presented up to that point. This allows you to see the relationship between the various concepts presented in the textbook.

There are three (3) cases. These require more effort than a quiz. As a result, they are worth a greater number of points per assignment. As a general rule, the cases can be completed within 1 – 2 typed pages, font size of 12, Times New Roman, and double-spaced. If you find that your case is less than that, you are definitely missing something.

Personal Selling Sales Presentation (210 points)

The purpose of this project is to review and apply the key concepts covered during the course. You, as the salesperson, will select a company to represent and a specific product or product group to sell. You will then research the prospect company and develop a sales presentation based on class lectures, readings, library information searches, and company contacts. Once prepared, you will videotape the presentation.

Midterm Exam (160 points total)

The midterm exam is essay type and based upon **all information** in the course to date, including, but not limited to, the module discussions and the course textbook.

Final Exam (150 points total)

The final exam is cumulative and covers all the readings from Modules 1 through 8. This exam is a 50-question multiple choice format exam.

Discussion Assignments (160 points total)

Each discussion question is worth 20 points and there are a total 8 discussion assignments.

Grading Policy

The grade for this class will be determined by the completion of quizzes, cases, discussion assignments, and a comprehensive final exam. Each assignment will carry the following points:

Type of Assignment	Percentages
6 Quizzes	18
8 Discussions	16
3 cases	15
Sales Presentation Project	21
Midterm Exam	15
Final Exam	15
Total	100%

Your final grade will be determined by the number of points that you have earned at the end of the term. The following distribution will be used in assigning grades.

Grade	Score (%)
A	94-100%
A-	90-93%
B+	87-89%
B	84-86%
B-	80-83%
C+	77-79%
C	74-76%
C-	70-73%
D+	67-69%
D	60-66%
F	<60%

How the Course Works

The course will use a combination of module notes, multiple choice quizzes, midterm (4 essay questions), final exam (50 multiple choice questions), case studies, and a sales presentation to maximize your understanding of the materials.

After reading the material in the textbook, in some modules watching a video, and accessing the module, you are required to take a quiz. The purpose of the quiz is to ensure that you understand the material presented in each chapter. You are encouraged to use the quiz to further your learning experience.

The course uses case studies to further your understanding of the information contained in the reading assignments. You must complete the questions at the end of each assigned case study.

Module 1 **Selling as an Honorable Profession**

Objectives:

When you complete this module, you should be able to:

- Define selling and explain why everyone sells.
- Differentiate various types of sales jobs and describe the different objectives and activities of each.
- Explain what influences ethical behavior.
- Explain ethical dealings among salespeople, employers, and customers.

Assignments

Items to be completed:	Due No Later Than:
Post an introduction to the class	Thursday 11:59 PM EST/EDT
Read the assigned materials	
Post an initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Complete Quiz 1	Sunday 11:59 PM EST/EDT
Begin working on Sales Presentation	Sunday 11:59 PM EST/EDT Module 8

Module 2 **Understanding the Buyer and How to Communicate**

Objectives

When you complete this module, you should be able to:

- Explain the difference between a feature, an advantage, and a benefit.
- Identify when and how to use a trial close.
- List factors that influence the customer's buying decision.
- Explain the salesperson-buyer communications process.
- Explain the importance of using the non-verbal communications process.
- Explain methods of developing persuasive communications.

Assignments

Items to be completed:	Due No Later Than:
Read the assigned materials	
Post an initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Submit the Case Assignment	Sunday 11:59 PM EST/EDT
Complete Quiz 2	Sunday 11:59 PM EST/EDT

Module 3 Sales Knowledge and the Sales Process-Step 1

Objectives

When you complete this module, you should be able to:

- Discuss the major body of knowledge needed for increased sales success.
- Describe how to use this knowledge during sales presentations.
- Explain the main technologies used by salespeople.
- Describe the sales process, and list and its 10 steps in the correct sequence.
- Explain why it is important to prospect.
- Describe the various prospecting methods.

Assignments

Items to be completed:	Due No Later Than:
Read the assigned materials	
Post an initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Complete Quiz 3	Sunday 11:59 PM EST/EDT

Module 4 Planning the Sales Call for Best Results

Objectives

When you complete this module, you should be able to:

- Explain the importance of sales call planning.
- Explain the four planning steps of a sales call.
- Develop a customer benefit plan.
- Describe the prospect's five mental steps in buying.
- Explain the different sales presentation methods and when to apply a particular method.
- Explain why negotiations can be an important part of the presentation.

Assignments

Items to be completed:	Due No Later Than:
Read the assigned materials	
Post an initial response to the discussion questions	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Complete the Midterm Exam	Sunday 11:59 PM EST/EDT

Module 5 Strategies of a Great Sales Presentation

Objectives

When you complete this module, you should be able to:

- Describe the types of question techniques in the presentation.
- Define the approach and its effect.
- Explain the value of a theme in the approach and presentation.
- Explain the steps of the Sales Presentation and their use.
- Describe how to control the discussion of the competition.
- Explain the importance of knowing the prospect's personality.

Assignments

Items to be completed:	Due No Later Than:
Read the assigned materials	
Post an initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Submit Case Assignment	Sunday 11:59 PM EST/EDT
Complete Quiz 4	Sunday 11:59 PM EST/EDT

Module 6 From Objections to Trial Close to Close

Objectives

When you complete this module, you should be able to:

- Explain why objections are important.
- Describe six categories of objections and how to overcome them.
- Discuss what action should be taken after overcoming an objection.
- Explain the when and how and how often to close.
- Explain the key elements of a successful close.

Assignments

Items to be completed:	Due No Later Than:
Read the assigned materials	
Post an initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Complete Quiz 5	Sunday 11:59 PM EST/EDT

Module 7 Territory Management and Customer Retention

Objectives

When you complete this module, you should be able to:

- Develop friendships with customers and potential customers.
- Explain how service and follow-up result in more sales.
- Define ways to increase customer sales.
- Explain why territory management is a key selling element.
- Discuss the theory of account segmentation by size and contribution.

Assignments

Items to be completed:	Due No Later Than:
Read the assigned materials	
Post an initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Submit the Case Assignment	Sunday 11:59 PM EST/EDT
Complete Quiz 6	Sunday 11:59 PM EST/EDT

Module 8 Preparing the Sales Presentation

Objectives

When you complete this module, you should be able to:

- Prepare a Sales Presentation
- Utilize FABs in a presentation.
- Demonstrate persuasion in a presentation.

Assignments

Items to be completed:	Due No Later Than:
Read the assigned materials	
Post an initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Submit Sales Presentation	Thursday 11:59 PM EST/EDT
Complete the Final Exam	Sunday 11:59 PM EST/EDT