

FLORIDA STATE COLLEGE AT JACKSONVILLE

COLLEGE CREDIT COURSE OUTLINE

COURSE NUMBER:	MKA 1021
COURSE TITLE:	Salesmanship
PREREQUISITE(S):	None
COREQUISITE(S):	None
CREDIT HOURS:	3
CONTACT HOURS/WEEK:	3
CONTACT HOUR BREAKDOWN:	
Lecture/Discussion:	3
Laboratory:	
Other _____:	
FACULTY WORKLOAD POINTS:	3
STANDARDIZED CLASS SIZE ALLOCATION:	35
CATALOG COURSE DESCRIPTION:	
This course, an introduction to the art of effective salesmanship, analyzes and studies types and problems of psychology of sales situations, buying motives, customer approach, and sales techniques.	
SUGGESTED TEXT(S):	<u>ABC's of Relationship Selling</u> , Latest Edition, Futrell, McGraw-Hill Irwin.
	<u>Selling Today: Building Quality Partners</u> , Latest Edition, Manning & Reese, Prentice-Hall,
	Other comparable texts.
IMPLEMENTATION DATE:	November 14, 1987
REVIEW OR MODIFICATION DATE:	Fall Term, 2002 (20031) Fall Term, 2008 (20091) - Outline Review 2007

COURSE TOPICS	CONTACT HOURS <u>PER TOPIC</u>
I. Nature of Selling Career	2
A. Employment - Setting in Selling	
B. Nature of the Selling People	
C. Nature of the Marketplace	
II. Buyers, Buying Motivation, Consumer Behavior	3
A. Learning About Buyers	
B. Developing a Customer Strategy	
C. Consumer Behavior Motives	
III. Selling Information and Market Research	3
A. Kinds of Information	
B. How to Get Information	
C. Why You Need Research in Selling	
IV. "Getting Through" -- Communications in Selling	3
A. Communication Styles in Selling	
B. The Results of Communication	
C. Why Communication is Essential to Selling	
V. The Company's Role in Selling	3
A. The Salesperson's Knowledge of the Company	
B. Knowledge of Products and Their Distribution	
C. Knowing your Competitors and What They Are Up to	
VI. Prospecting: Developing a Base	3
A. Identifying Your Target Markets	
B. Zeroing in Your Target Markets	
C. The Benefits of a Well-Cultivated Prospect List	
D. Sources of Prospects	
VII. A. Planning the Sales Call	3
B. Mental Steps	
C. The Importance of Promotion in the Selling Effort	

VIII.	Putting it Together: Presentations	3
	A. The Mechanics of the Sales Presentation	
	B. Customer Approach	
	C. Why Presentation Homework Pays Off	
IX	Consultative Sales Presentation	3
	A. Need Discovery	
	B. Need Satisfaction	
	C. Guidelines for Persuasion	
X.	Creating Interest and Stimulating Desire	3
	A. Gaining Interest	
	B. Identifying the Interest	
	C. Stimulating Desire	
XI.	Closing the Sale	3
	A. Attitude Toward Closing	
	B. Guidelines for Closing	
	C. Confirming the Partnership	
XII.	Overcoming Objections	3
	A. The Nature of Resistance	
	B. Ways of Overcoming Resistance	
	C. Why it is Important For You to Understand the Nature of Resistance	
XIII.	Building Customer Relations	3
	A. Building a Partnership: Customer Service	
	B. Why the Customer Relationship is Important in Selling	
XIV.	Sales Management	3
	A. Self Management	
	B. Salesforce Management	
	C. Relationship Management	
XV.	Selling Ethics	3
	A. Making Ethical Decisions	
	B. Salesperson Influential Factors	
	C. Code of Ethics	

Intended Outcomes:

After successfully completing the course, the student will be able to:

- 03.0 Utilize effective selling techniques and procedures.
- 04.0 Plan sales promotion techniques and procedures to the marketing of products and services.
- 22.0 Manage sales.

PROGRAM TITLE: Marketing Management

COURSE TITLE: Salesmanship

CIP NUMBER: 0206.140100

LIST PERFORMANCE STANDARDS ADDRESSED:

NUMBER(S): TITLES(S):

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY -- The student will be able to:

- 02.03 Explain the importance of good listening skills.
- 02.04 Discuss the role communication plays in marketing.
- 02.05 Demonstrate the components of the communication process.
- 02.06 Demonstrate effective written communications skills.
- 02.07 Demonstrate effective oral communications skills.

03.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES -- The student will be able to:

- 03.01 Explain the difference between personal and nonpersonal selling.
- 03.02 Demonstrate the steps of a sale.
- 03.03 Recognize consumer buying motives.
- 03.04 Identify the types of consumer behavior.
- 03.05 Identify various types of customer approaches such as greeting, merchandise, and service.
- 03.06 Determine the proper time to approach a customer to open a sale.
- 03.07 Identify techniques for handling different customer types: the casual looker, the decided, and undecided customer.
- 03.09 Develop an effective sales presentation.
- 03.10 Observe, evaluate, and critique a sales demonstration.

22.0 MANAGE SALES -- The student will be able to:

- 22.01 Develop a sales plan for your business.
- 22.02 Develop policies and procedures for serving customers.
- 22.03 Develop a plan for the motivating and evaluation of salespeople.



NOTE: Use either the Tab key or mouse click to move from field to field. The box will expand to accommodate your entry.

Section 1	SEMESTER CREDIT HOURS (CC): _____
COURSE PREFIX AND NUMBER: _____	CONTACT HOURS (NCC): _____
COURSE TITLE: _____	

Section 2
TYPE OF COURSE: (Click on the box to check all that apply)

<input type="checkbox"/> AA Elective	<input type="checkbox"/> AS Required Professional Course	<input type="checkbox"/> College Prep
<input type="checkbox"/> AS Professional Elective	<input type="checkbox"/> AAS Required Professional Course	<input type="checkbox"/> Technical Certificate
<input type="checkbox"/> Other _____	<input type="checkbox"/> PSAV	<input type="checkbox"/> Apprenticeship
<input type="checkbox"/> General Education: (For General Education courses, you must also complete Section 3 and Section 7)		

Section 3 (If applicable)
INDICATE BELOW THE DISCIPLINE AREA FOR GENERAL EDUCATION COURSES:

<input type="checkbox"/> Communications	<input type="checkbox"/> Social & Behavioral Sciences	<input type="checkbox"/> Mathematics
<input type="checkbox"/> Natural Sciences	<input type="checkbox"/> Humanities	

Section 4
INTELLECTUAL COMPETENCIES:

<input type="checkbox"/> Reading	<input type="checkbox"/> Speaking	<input type="checkbox"/> Critical Analysis	<input type="checkbox"/> Quantitative Skills	<input type="checkbox"/> Scientific Method of Inquiry
<input type="checkbox"/> Writing	<input type="checkbox"/> Listening	<input type="checkbox"/> Information Literacy	<input type="checkbox"/> Ethical Judgment	<input type="checkbox"/> Working Collaboratively

Section 5	METHOD OF ASSESSMENT
LEARNING OUTCOMES	METHOD OF ASSESSMENT
•	
•	
•	
•	
•	
•	
•	
•	
•	
•	
•	

Section 6
 Name of Person Completing This Form: _____ Date: _____