

Professional Selling / Web Selling

School of Business - Marketing and Management Studies

Course Number: RET 2203	Contribution to Program: CORE	Educators: Tony Gyenis Gilles Ethier Terry Frederick
Applicable Program: SME Management	AAL: 2	Approval Date: January 2007
Course Hours: Delivered: 64 Normative: 64	Prerequisites: Corequisites: NONE	Approved By: <i>Wayne McIntyre</i> Title: Chair
Approved for Academic Year: 2006-2007		
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COURSE DESCRIPTION

Selling is an exciting, dynamic, and lucrative profession. This course has been designed to allow students to develop the skills needed to be a sales professional. (It is a often used transferable skill.) Sales deals with people interacting with other people in order to cause a positive action to take place (A sale) This course will provide an understanding of: the increased need for excellence in customer service, customer relationships, the application of good communication skills, the selling functions and process, the sales presentation, and effective new technologies and strategies to help the student become a successful sales professional.

This course also introduces the concepts of web-based customer service and web selling and how it can be integrated into the customer service and selling process. The evaluation of online stores will give students insight on how to become a successful e-commerce merchant in Canada.

COURSE CURRICULUM

This course contributes to your program by helping you achieve the following provincial Essential Employability Skills (EES) standards:

- 1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.*
- 2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.*
- 3. Execute mathematical operations accurately.*
- 4. Apply a systematic approach to solve problems.*
- 5. Use a variety of thinking skills to anticipate and solve problems.*
- 6. Locate, select, organize, and document information using appropriate technology and information systems.*
- 7. Analyze, evaluate and apply relevant information from a variety of sources.*
- 8. Show respect for the diverse opinions, values, belief systems, and contributions of others.*
- 9. Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.*
- 10. Manage the use of time and other resources to complete projects.*
- 11. Take responsibility for one's own actions, decisions, and consequences.*

This course contributes to your program by helping you achieve the following provincial Vocational Skills standards:

The graduate has reliably demonstrated the ability to

- 1. communicate business-related information persuasively and accurately in oral, written, and graphic formats.*
- 2. work in a manner consistent with law and professional standards, practices, and protocols.*
- 3. develop customer-service strategies to meet the needs of internal and external customers.*
- 4. apply knowledge of the marketing function to the operation of an organization.*
- 5. apply knowledge of the marketing function to the operation of an organization.*

- 9. take into account the interrelationship among the functional areas of a business.
- 10. work effectively with co-workers, supervisors, and others.
- 11. apply research skills to gather and interpret available information.
- 12. apply creative problem-solving skills to address business problems and opportunities.
- 14. apply time management and organizational skills to facilitate the completion of tasks and to meet deadlines in a business environment.

1) Course Learning Requirements/Embedded Knowledge and Skills

Course Learning Requirements	Knowledge and Skills
<p>When you have earned credit for this course you will have demonstrated an ability to:</p> <ul style="list-style-type: none"> 1) Develop a critical awareness of customer service, its role and increasing importance in the business environment. Learn how e-tailers are integrating web-based customer service into their overall customer service strategy. 2) Applying good communication skills to improve customer service and selling techniques. 3) Provides students with an understanding of the tools and techniques essential to successful on-line selling 4) Developing a critical awareness of selling, its role and importance in developing a business relationship. 	<ul style="list-style-type: none"> - definition and role of customer service - importance of customer service - goals of customer service - understanding your customers - tuning into the customers - dealing with angry customers - customer service by telephone - efficient ways to address e-mail inquiries - communication process: source, encoder, message, decoder, receiver. - two-way communication - selective perception - importance of active listening - become an active listener - empathic responses - non-verbal responses - developing rapport through mirroring and matching. - understand Web Selling - analyze selling sites - critique existing web selling sites - understand what is needed to be successful selling on the Web - definition and role of selling - importance of developing a business relationship - personal characteristics of successful

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| 5) To assess customer needs, motives, behaviour and apply this knowledge to the sales task. | <ul style="list-style-type: none">- sales professionals- importance of self development- greeting the customer- using the appropriate "approach" |
| 6) Handle customer objections, classify and overcoming them. | <ul style="list-style-type: none">- listening and probing (questions) to determine customer needs- understanding the customer buying motives- understanding the customer buying behaviour- importance of product knowledge- using the FAB approach to satisfy customer needs- understanding how motives and benefits work together. |
| 7) Know how and when to close a sale including after sale service. | <ul style="list-style-type: none">- why customers object- why objections are your friend- types of objections- plan for objections- how to overcome objections |
| 8) Plan, prepare and deliver a complete sales presentation. | <ul style="list-style-type: none">- recognizing buying signals- using trial closes- closing the sale (several techniques)- follow-up- service the customer- turn service into a sale |
| | <ul style="list-style-type: none">- prospecting, greeting, qualifying the customers- determining customers needs, probing- present the product, demonstrate and dramatize benefits.- welcome and answer objections- use trial closes and close the sale- follow-up the sale with customer service |
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2) Learning Resources

Textbook Required: ABC's or Relationship Selling with ACT Express – CD Rom, 3rd Canadian Edition, Futrell, Mitchell, Singer, McGraw-Hill Ryerson

<http://www.mcgrawhill.ca/college/futrell>

Software Copyright:

The Copyright Act has been updated to cover computer software. If the police lay charges against someone infringing copyright, the maximum penalties for a summary conviction are “a fine not exceeding twenty five thousand dollars or to imprisonment for a term not exceeding six months or both”.

The maximum penalties for an indictable conviction are “a fine not exceeding one million dollars or to imprisonment for a term not exceeding five years or both”.

Making a copy of a software package for your own use other than a backup copy of a package that you have purchased and which is allowed in your licence agreement would make you liable for the above penalties.

3) **Teaching/Learning Methods**

During this course you are likely to experience:

- lectures
- workshops
- group discussions
- major assignment
- individual assignments
- role playing
- case studies
- experiential exercises
- video taped exercises
- video's
- guest speaker(s)

4) **Learning Activities and Assessment**

Samples of learning activities include:

- major assignments
- tests
- role playing
- reading assignments
- quizzes
- discussions and class participation

5) **Evaluation/Earning Credit**

The following will provide evidence of your learning achievement:

Online Assignment	15%
Mid-term Exam	25%
Sales Presentation	40%
Mystery Shopper Assignment	10%
Class Participation	<u>10%</u>
	100%

(* **Class Participation**

In order to succeed in this course, your attendance and participation are essential. Participation marks are awarded for class attendance, business acumen, willingness to contribute to class discussion, taking part in individual and/or group exercises (tba), in-class exercises, and attending guest speaker days (mandatory).

6) **Prior Learning Assessment**

Evidence of learning achievement for PLA candidates will include:

This course is available for challenge. Candidates may be required to provide evidence of learning achievements by:

- portfolio assisted methods- an interview
- assignments or exercises

RELATED INFORMATION

Evaluation of Course

"It is Algonquin College's policy to give students the opportunity to complete a course assessment survey in each course that they take which solicits their views regarding the curriculum, the professor and the facilities."

Students With Disabilities

If you are a student with a disability please identify your needs to the professor and/or the Centre for Students with Disabilities (CSD) so that support services can be arranged for you. You can do this by making an appointment at the CSD, Room C142, Ext. 7683 or arranging a personal interview with the professor to discuss your needs.

Harassment/Discrimination/Violence Policy

Harassment, discrimination and violence will not be tolerated. Any form of harassment (sexual, racial, gender- or disability-related), discrimination (direct or indirect), or violence, whether towards a professor or amongst students, will not be tolerated on the college premises. Action taken will start with a formal warning and proceed to the full disciplinary actions as outlined in Algonquin College policy. For further information, refer to the Student Instaguide or get a copy of the official policy statements from the Student Association (Directive A8).

HELP!

If further help is required outside of class time please make an appointment with the instructor for a time convenient to both parties.

Students, it is your responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.

PROFESSIONAL/WEB SELLING TENTATIVE CLASS SCHEDULE

WEEK ONE

Professional Selling overview

Course outline

***Read chapters 1,2,3 Do online exercises**

WEEK TWO

Web Selling – Tips for building online store pt.1

Web Selling – Tips for building online store pt.2

WEEK THREE

Web Selling – Customer Service on the web

Rating Customer Service / Mystery Shopping

SALES PRESENTATION ANNOUNCEMENTS / INFORMATION DUE

***Read chapters 4,5 Do online exercises**

WEEK FOUR

SELLING PROCESS BEGINS

Chapter 4,5: Prospecting.

***Read chapters 7,8 Do online exercises**

WEEK FIVE

Pre-call preparation

How to write a Phone Sales Script

MYSTERY SHOPPER REPORT DUE

WEEK SIX

'MARKING SHEETS' BEGIN - BRING TO EVERY CLASS!

Pre-approach

Approach

***Read chapter 9 Do online exercises**

WEEK SEVEN

Needs Determination

***Read chapter 10 Do online exercises**

WEEK EIGHT

The Presentation

MID-TERM EXAM

Complete and hand-in all online exercises up to chapter 12

WEEK NINE

MARCH BREAK

WEEK TEN

Objections and Closing

WEEK ELEVEN

Follow-up

Territory management, Careers, Ethics

WEEK TWELVE

PRODUCT SALES PRESENTATIONS START TODAY

WEEK THIRTEEN

PRODUCT SALES PRESENTATIONS CONTINUE

WEEK FOURTEEN

PRODUCT SALES PRESENTATIONS CONTINUE

WEEK FIFTEEN

GUEST SPEAKERS

WEEK SIXTEEN

WRAP UP

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