

KINGSBOROUGH COMMUNITY COLLEGE of the CITY UNIVERSITY of NEW YORK
Department of Business
RM 33 Salesmanship (3 credits/3 hours)

A. BULLETIN DESCRIPTION

Principles of selling based on the modern marketing concept are taught in this course. Consumer needs and desires together with company objectives; contributions of the behavioral sciences to the study of consumer behavior and buying patterns; organization and control of the wholesale, industrial and retail sales force are considered.

2. Fieldtrips to N.Y.C. stores and/or manufacturers.
3. Evaluation of sales demonstration.

B. OUTCOMES

- To provide students with experience which will help them explore selling as a career.
- To bring about personality improvement by providing techniques and activities leading to personality growth and the development of proper work attitudes on the part of students.
- To analyze the customer's needs and wants to enable the salesperson to help the customer buy more wisely.
- To train students in the basic principles of selling so that students may lay the foundation for becoming expert sales consultants.
- To develop more effective salespeople to meet the needs of business.
- To help the student solve problems in human relationships.
- To prepare students to successfully deal with people in the business world.

E. METHODS OF EVALUATION

1. Two exams and the final 50%
Written term project and
Oral sales presentation 30%
2. Weekly online assignments &
discussion board postings 10%
3. Class participation and attendance
in class and online..... 10%

C. RESOURCES

1. **ABC's of Relationship Selling through Service** Custom Edition
Charles M. Futrell, Custom
Edition, McGraw-Hill Irwin

F. NOTES:

- 3 absences limit. 2 lateness = 1 absence
- Excessive absence may result in penalty grade.
- No make-up exams
- Academic Dishonesty: You are expected to do your own work. If you cheat or copy someone else's work (or allow yours to be copied) you will be graded with ZERO or course failure. (KCC's plagiarism policy is at www.kingsborough.edu.)
- Civility and respect for others is essential in an academic environment. Any acts of harassment and/or discrimination based on race, gender, age, sexual orientation, religion, or ability will not be tolerated.
- Electronics: Your cell phone MUST be silent during class (and turned OFF during exams)! No texting! Any laptop/netbooks MUST BE USED solely for note-taking.
- All electronics must be silent and turned OFF during class!

D. METHODS OF INSTRUCTION

1. Classroom lecture and discussion

G. TERM PROJECT

See page 3

H. COURSE TRANSFERABILITY

(3 credits)
Fashion Institute of Technology
Laboratory Institute of Merchandising

<u>Week</u>	<u>Topic</u>	<u>Chapter</u>
1	Introduction to Course	
2	The Life, Times, and Career of a Professional Salesperson	1
	Ethics First... Then Customer Relationship	2
3	The Psychology of Selling: Why People Buy	3
	Communication for Relationship Building: It's Not All Talk	4
4	Sale Knowledge: Customers, Products Technologies	5
	Test #1 – Chapters (1–5)	
5	Prospecting – Planning the Sales Calls	6
	Planning the Sales Call is a Must	7
6	Spring Break	
7	Carefully Select Which Sales Presentation Method to Use	8 9
	Begin Your Presentation Strategically Elements of a Great Presentation	
	Test #2 Chapters (6-10)	
9	Welcome Your Prospect's Objections	11
	Closing Begins the Relationship	12
10	Service & Follow-up Customers Satisfaction and Retention	13
11	Time, Territory and Self-Management Review	14
12 -14	Sales Presentations	

Final Exams and Commencement

ASSIGNMENTS

Chapter readings are to be completed as they relate to topics in the Syllabus. Written homework will be assigned each week along with a discussion board question. Dates for oral presentations will be assigned.

* Please note this is a (WAC) Writing Across the Curriculum class and completion of the weekly writing assignments in a coherent and timely manner, as well as completing and handing in the final written term project are required in order to pass this course, failure to pass this course may result in students not meeting graduation requirements. It is also a Hybrid Course and you can get access to the assignments on the web at- <https://blackboard.cuny.edu>

Please note: This class is a hybrid we meet in the classroom 2 times per week and will complete two weekly assignments that are related to the topics that are covered weekly. You need to log on Bb 3 times a week and check announcements as well as Kingsborough email, regularly.

The online assignments that need to be completed:

- 1. Weekly discussion board questions: are due to be posted by **Thursdays at 11:59 pm****
- 2. You will also have a series of assignments 10 in total related to preparing the final written document. This prepares you for your final presentation due to be completed **Sundays at 11:59 pm****

Regarding Academic Integrity: you will be required to sign this statement in Blackboard.

I affirm that I am the student who enrolled in this course. Furthermore, I affirm that I understand and agree to follow the regulations regarding academic honesty as described in the [CUNY Policy on Academic Integrity](#) and Standards of Conduct Student Conduct Code that governs student rights and responsibilities. Failure to abide by the regulations may result in disciplinary action up to expulsion from the college.

TERM PROJECT

Each student is to prepare a written sales manual. The merits of this assignment are:

1. It ties the ideas acquired from the course with an actual selling situation. It gives the student an opportunity to organize his/her thinking about a specific product or service with the methods which may be best utilized to sell it.
2. It is similar to the preparation used by professional salespeople and so prepares the student for his/her oral sales presentations.
3. It offers practical training on how to develop selling skills.
4. It offers an additional sound basis for a class grade.

TERM PROJECT OUTLINE

1. Select a product or service that you wish to sell. It may be a new product or one already on the market.
2. Industry – Outline briefly those points which would be of value to the salesperson, e.g., history, development, fashion trends and problems of the trade.
3. Firm Organization – Outline various aspects of it briefly; include development, organization, customer and merchandising personnel policies, and related material
4. Product of Service – Describe the following:
 - a. Uses
 - b. Features or characteristics
 - c. Buying motives, i.e., reasons why prospective customer should buy
 - d. How sold: channels of distribution, prices, quantities, selling policies, etc.
 - e. Serviceability and durability of the product
 - f. Appearance
 - g. Composition
 - h. Processes used in manufacturing of product
 - i. Care
 - j. Compare with competitors' products
5. Prepare your Sales Talk – The following must be included:
 - a. Write three different openings which would secure favorable attention and arouse interest and help sell the product, service or idea.
 - b. Write at least two dramatic ideas for convincing the prospect of the merits of your proposition.
 - c. Prepare a Product Analysis sheet (Facts and Benefits).
 - d. List five typical objections to your product or service and answer the objections naming the particular method used (Objection Analysis).
 - e. Write five different closings to terminate the sales presentation successfully. Demonstrate how you would use these closings. Name each type of closing used.
6. Sales Promotion – Describe “extra” responsibilities of the sales staff, i.e., setting up displays, arranging stock or selling area, handling adjustments, following up on advertising and leads.

This written project will prepare the student for the oral presentations to be given in class. The rubric for the oral presentation is available on the Blackboard in the course.

DUE DATE: Sales Manual is due the same day as the oral presentation.

LATENESS will result in reduction by one full grade below grade which has been earned.

ORAL SALES PRESENTATION (To be done in class) an important phase of sales training is the oral presentation. Every student is required to participate. These presentations are an integral part of the course and are valuable because they offer the student an opportunity to develop his/her skill and also because they are a basis for constructive analysis by the students watching the presentation. Presentations should run from five to ten minutes and will be followed by five minutes or more of constructive criticism.