

Department of Business:

Course Outline for MKT 1102

Principles of Selling - 3 Credits/3 Hours a week

Pre-requisites & Co-requisites: CUNY proficiency in Reading

Recommended Textbook(s) & Supplemental Material(s): Selling: Building Partnerships, by Weitz-Castleberry. Publisher: McGraw-Hill.

Course Description/Overview: This course provides students with the opportunity to create and present a sales presentation for the business-to-business market. The course encourages the understanding of the principles of long-term customer relationships and partnership building and its relation to increased profits.

Learning Objectives - Course Specific:

For the successful completion of the course, the students should be able to:

- Be familiar with the terminology in the selling profession by learning the definitions of words in the textbook. Assessment, Evaluation Methods and Criteria: Score a minimum of 70% on the midterm test, and final exam. Demonstrate proper terminology when presenting in class or participating in class discussions.
- Be familiar with jobs in the sales industry. Assessment, Evaluation Methods and Criteria: Be able to list three positions relating to the sales profession. Understand the requirements to obtain those positions.
- Be familiar with the ethical conflicts of the selling profession. Assessment, Evaluation Methods and Criteria: be able to analyze case studies regarding conflicts of interest, bribery, gift giving and acceptance, and global differences in selling to businesses.
- Be familiar with the impact of technology as a research tool for salespeople. Assessment, Evaluation Methods and Criteria: be able to do a research assignment, (varies by semester), using the City Tech Business Database at the City Tech Library. A score of 70% is the minimum standard for this assignment.
- Be familiar with the philosophy if long term customer relationships, how to begin, maintain, and grow them for profitability. Assessment, Evaluation Methods and Criteria: Be able to analyze and discuss why they are loyal to retailers and why they stop doing business with other suppliers.

Learning Objectives - General Education: Apply basic principles of rhetorical communication, especially those related to analyzing audience and purpose. Generate, evaluate, and organize material for effective oral presentation. Speak clearly and project the voice sufficiently, employing appropriate verbal and nonverbal strategies. Lead and participate effectively in group



discussions. Effectively organize, manage, and present data, using contemporary software applications such as spreadsheets, word processing, databases, and electronic presentation software. Locate, evaluate, and synthesize primary and secondary sources into presentations without falling into plagiarism. Construct logical and persuasive arguments.

Student Learning Outcomes – Course Specific:

After successfully completing this course, you will have a basic theoretical and practical understanding of:

- The sales process
- Strategies and tactics salespeople use in today’s global business world
- The ABC’s of how salespeople work with their colleagues to learn how to add value for a customer
- How to decide on which go-to-market strategies and tactics are used to build long term mutually beneficial relationships with customers
- How salespeople work as a vital part of an efficient, effective, profitable, customer-centric, diverse, ethical marketing program. This includes utilizing technology cost-effectively.
- Terms such as customer-centric, CLV, CRM, field salespeople, go-to-market strategies, FOB, expressed warranty, kickbacks, buying center, OEM, MRO supplies, SCM, active listening, adaptive selling, lead qualification & management, trade show, SIC/NAICS, customer value proposition, seeding, halo effect, rapport, opportunity cost, RFP/RFI, ROI, pioneer selling, buyer’s remorse.
- Processes such as JIT inventory control, selective perception, trial balloons, red herring, good guy – bad guy routine, customer orientation, a preferred supplier, cross-selling. In addition, you should be able to write a clear, effective (basic) sales presentation.

Student Learning Outcomes – General Education: Communicate in diverse settings and groups, using written (both reading and writing), oral (both speaking and listening), and visual means. Acquire tools for lifelong learning—how to learn, how they learn, knowledge of resources. Gather, interpret, evaluate, and apply information discerningly from a variety of sources. Demonstrate Intellectual honesty and personal responsibility. Demonstrate proficiencies and capacities in dealing with a diverse society. Show ability to contribute actively by applying knowledge to the identification and analysis of professional problems to enact solutions. Demonstrate intellectual agility and the ability to manage change.

CUNY’s Academic Integrity Policy: *Academic dishonesty is prohibited in The City University of New York.* Penalties for academic dishonesty include academic sanctions, such as failing or otherwise reduced grades, and/or disciplinary sanctions, including suspension, or expulsion.

Cheating is the unauthorized use or attempted use of material, information, notes, study aids, devices or communication during an academic exercise.

Plagiarism is the act of presenting another person’s ideas, research or writings as your own. The following are some examples of plagiarism, but by no means is it an exhaustive list:



Internet Plagiarism includes submitting downloaded term papers or parts of term papers, paraphrasing or copying information from the internet without citing the source, and “cutting and pasting” from various sources without proper attribution.

For a more detailed explanation, you can find the full Academic Integrity Policy here:

http://www.citytech.cuny.edu/aboutus/docs/policies/CUNY_ACADEMIC_INTEGRITY_6-2011.pdf

Grading Policy:

Midterm exam	25%
Sales proposal/memo	25%
Presentation/PowerPoint	25%
Final exam	25%

Grading System:

All grades will be based in proportion to the following scale:

A	=	93 - 100
A-	=	90 - 92.9
B+	=	87 - 89.9
B	=	83 - 86.9
B-	=	80 - 82.9
C+	=	77 - 79.9
C	=	70 - 76.9
D	=	60 - 69.9
F	=	59.9 and below

Assessment Methods: Quizzes, Class Presentation, Midterm & Final exam.

Course Technology: Blackboard.

Class Schedule:

Week 1- Overview of the Sales profession and the course requirements. Students should read chapter one.

Week 2- The topic of how to build relationships in the sales profession will be explored. Students will be required to read chapter two.

Week 3- The topics of ethical conflicts and legal issues will be explained after reading chapter three. Sexual Harassment and how it can impact businesses relationships will be discussed.

Week 4- What motivates consumers to purchase will be discussed. Rational and emotional purchases will be explored. Students will complete reading chapter four. The differences between a consumer and customer will be explained.

Week 5- Role-playing sessions involving verbal communication will be explored. Students will have a chance to test their communication skills through a class exercise. Those online will have a discussion question and exercise about communication.

The students will read chapter 5. Review course materials and take the midterm exam.

Week 6 - What improves sales presentations will be researched. The use of PowerPoint presentations will be explained, using technology to make effective and memorable presentations will be discussed. The students will read chapter 6.

Week 7- The concept of prospecting will be explained. The students will have a Library lesson to learn how to search. They will use the City Tech Business database for this exercise. The students will read chapter 7.

Week 8- Planning the sales call will be explored. All the steps needed to result in a successful call will be discussed. The reading of chapter 8 is mandatory for the students to complete. A checklist of items which need to be identified before making the sales call will be created.

Week 9- Students will practice making a sales call. They will role-play some sample sales calls. The online classes will do this in a discussion question. The students will read chapter 9. The calls will be evaluated and improved upon.

Week 10- How to improve presentations and overcome rejection and customer objections will be discussed. Common objections such as need and price conflicts will be explored. Real life examples will be explained. The students should read chapters 10 & 11.

Week 11- Closing the sale is one of the most difficult tasks. This will be explained and students will read about successful techniques to create more successful closing methods. Trial closes will be explained. Chapter 12 will need to be read by the students.

Week 12-14 Class term projects, which are sales presentations, will be completed by each student. Peer analysis will take place. Each class will focus on a discussion of the presentations, with recommendations for improvement and reinforcement of strong points.

Week 15- Review the course materials and take the final exam.