**COURSE OUTLINE**

NAME OF COURSE Course Number: BA 238

SALES Credits: 4

Date: July 2008

Institution: Clackamas Community College

Outline Developed by: Dale Hatfield

Type of Program: College Transfer–Lower Division Collegiate

Course Description:

This course will assist students in becoming more knowledgeable about the field of professional selling and how selling impacts society. Students will become effective in the use of professional selling principles and techniques as they relate to his/her personal and professional life. Focus will be upon relationship and consultative selling.

Course Objectives:

1. Understand the career opportunities available in professional selling.

2. Understand the role of personal selling within society, the promotional mix and marketing.

3. Understand how to use current sales techniques.

4. Explore current communication techniques

Student Learning Outcomes:

Upon completion of this course, the student should be able to:

1. List and describe the career opportunities available in selling.

2. Explain the role of personal selling as a major function within the marketing and promotional mix of a firm.

3. Apply the principles of selling.

4. Simulate situations where a salesperson can reinforce, reevaluate, and restructure sales techniques in a continuing effort to improve selling effectiveness.

5. Explain the importance of building strong relationships with your customers, your company and yourself.

6. Prepare and present a sales presentation by visually, verbally, and nonverbally communicating your information using the selling skills discussed in class and in your textbook.

Length of Course: 44 lecture hours

Grading Method: Letter Grade (A-F)

Prerequisites: None

Required Text:

Ingram, Professional Selling: Trust Based Approach, 3rd Edition, 2006, Thomson/Southwestern

**MAJOR TOPIC OUTLINE**

INTRODUCTIONS

OVERVIEW OF PROFESSIONAL SELLING (MODULE 1)

BUILDING TRUST AND SALES ETHICS (MODULE 2)

UNDERSTANDING BUYERS (MODULE 3)

COMMUNICATION SKILLS (MODULE 4)

PROSPECTING AND PRE-APPROACH (MODULE 5)

PLANNING AND THE PRESENTATION AND APPROACHING THE CUSTOMER (MODULE 6)

SALES PRESENTATION DELIVERY (MODULE 7)

ADDRESSING CONCERNS AND EARNING COMMITMENT (MODULE 8)

ADDING VALUE: FOLLOW-UP (MODULE 9)

SELF-LEADERSHIP AND TEAMWORK SKILLS (MODULE 10)

PAPER AND SALES PRESENTATION