

COURSE TITLE AND NUMBER: M 205 Principles of Selling: The Relationship and Leadership Edge

# North Central Michigan College

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NCMC MASTER COURSE SYLLABUS FOR YEARS 2001-2003

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DIVISION/AREA: Business and Technology

DEPARTMENT: Marketing

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DIVISION DIRECTOR: Robert J. Marsh, Ph.D., P.E.

ORIGINATOR: Chet Jessick, MBA

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DEAN OF INSTRUCTION: Timothy Dykstra, Ph.D.

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TOTAL HOURS OF INSTRUCTION: 3    LECTURE: 3    LAB: 0    TOTAL CONTACT HOURS: 52.8

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COURSE NUMBER: M 205

CREDIT HOURS: 3

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COURSE TITLE: Principles of Selling: The Relationship and Leadership Edge

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TRANSFERABLE    YES:                    NO: X                    TO:

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PREREQUISITE(S)/COREQUISITE(S)/ADVISORY:

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#### CATALOG DESCRIPTION:

Everyone "sells" every day ideas, opinions, choices, plans, and products or services. This course will be of special interest to you if your work requires leadership and the ability to influence others; you will become more effective, persuasive, and efficient by applying the principles of selling. Major topics include verbal and non-verbal communication, the psychology of buying, the consumer decision process, the selling process, and time management.

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#### GENERAL EDUCATION OUTCOMES:

- Think critically and analytically
  - Write and speak effectively
  - Independently acquire knowledge
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#### COURSE OBJECTIVES & OUTCOMES:

At the successful completion of the course, you will be able to:

1. Explain the role of personal selling in the marketing effort.
  2. Explain the importance of communication and persuasion in relation to selling.
  3. Explain the psychology of selling: why people purchase.
  4. Demonstrate the pre-selling, selling, and post-selling processes.
  5. Demonstrate goal-setting and time management skills.
  6. Create a desktop presentation with a computer.
  7. Understand the importance of deadlines and meet them.
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METHODS OF INSTRUCTION: Lecture, in class assignment, group projects

METHODS OF EVALUATION:

Quizzes -- in class	20%	Drop two (2) lowest scores
Exams -- oral/ <b>written</b>	40%	Drop lowest score
Professionalism	10%	Drop one lowest score.
Class Participation		
Attendance		
On-time delivery		
Articles/web info		
Sales Presentations	30%	

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REQUIRED TEXTS: **Charles Futrell, Fundamentals of Selling**, Seventh edition, 2002, Irwin Publishing Co., Homewood, IL.

OPTIONAL SUPPLEMENTARY MATERIALS:

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Reasonable accommodations may be provided for students with documented physical, sensory, cognitive, systemic, and/or psychiatric disabilities. Please contact the Education Opportunity Program (EOP) at (231) 348-6687 to arrange services for this course.

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Week	Assignment
Week 1	Introduction, Chapter 1—Life, Times, and Career of the Professional Salesperson. Chapter 2--Relationship Marketing: Where Personal Selling Fits.
Week 2	Chapter 3--Social, Ethical and Legal Issues in Selling. • <b>First “No Risk” Oral Exam Plus.</b>
Week 3	Chapter 4--The Psychology of Selling: Why People Buy. Chapter 4--The Psychology of Selling: Why People Buy. <i>Final Exam Sales Role-playing Exercise Details.</i>
Week 4	Chapter 5--Communication for Relationship Building. • <b>Exam # 2 – First Oral Exam Plus. Product knowledge is important to your success.</b>
Week 5	Chapter 7--Find Your Prospect, Then Plan Your Sales Call. Chapter 8—Planning the Sales Call is a Must. • <b>Exam # 3 – Second Oral Exam+. You should be much more confident.</b>
Week 6	Chapter 9—Carefully Select Which Sales Presentation to Use. Chapter 10—Begin Your Presentation Strategically. Chapter 11—Elements of A Great Presentation
Week 7	Presentation: <b>Pitch a Product to Your Classmates.</b> <b>Presentation:</b> Pitch a Product to Your Classmates, continued.
Week 8	• <b>Exam # 4 – Third Oral Exam Plus</b> <b>Soon you’ll be applying this material in the final.</b> Chapter 12—Welcome Your Prospects Objections.
Week 9	Chapter 12—Welcome Your Prospects Objections. Chapter 13—Closing Begins the Relationship.
Week 10	Chapter 13—Closing Begins the Relationship Exam Review.
Week 11	• <b>Exam # 5 – Fourth Oral Exam+.</b> <b>Second Presentation--A Demonstration.</b>
Week 12	<b>Second Presentation--A Demonstration—continued.</b> Role Playing--How to be successful at the game. (Futrell Video) Practice role-playing sales presentations.
Week 13	Practice role-playing sales presentations. Practice role-playing sales presentations.
Week 14	Practice role-playing sales presentations. Practice role-playing sales presentations.
Week 15	<b>**Final Exam–Fifth Oral. Role-playing Exercise.</b> <b>**Final Exam–Fifth Oral. Role-playing Exercise.</b>
Week 16	<b>**Final Exam–Fifth Oral. Role-playing Exercise.</b> <b>**Final Exam–Fifth Oral. Role-playing Exercise.</b>

