6/28/2023 DATE
☑ REQUIRED COURSE
☐ ELECTIVE COURSE

Agriculture DIVISION
☐ NEW COURSE
☐ REVISION

Lake Land College

Course Information Form

COURSE NUMBER:	AGR-133		**TITLE:** *(30 Characters Max)*			Agricultural Salesmanship							
SEM CR HRS:	2.5	**Lecture:**	2.5		**Lab:**	0						**ECH:**	2.5
Course Level:	☐ Gen Ed / IAI ☐ Career/Technical ☑ Baccalaureate /Non-IAI ☐ Dev Ed/ Not in Degree Audit				**Clinical Practicum:**	0	**Work-based Learning**	0				**WBL ECH:**	0
COURSE PCS #	12.010105		**IAI Code**						**Contact Hours (Minutes Per Week)**				
Repeatable (Y/N):	N	**Pass/Fail (Y/N):**	N	**Variable Credit (Y/N):**	N	**Min:**		**Max:**		**16 Wks**	125	**8 Wks**	250
Prerequisites:													
Catalog Description: (40 Word Limit)	Covers the basic principles underlying the sales process in agricultural farm supply and practical application and development of sales techniques. Basic to the course is an understanding of the salesperson's obligation to self, his or her company, and his or her customer.												

	List the Major Course Segments (Units)	Contact Lecture Hours	Contact Lab Hours	Clinical Practicum	Work-based Learning
1	Agribusiness Need for Salesmanship	3			
2	Training Requirements of a Sales Career	3			
3	Tools of a Professional Salesperson	3			
4	Product Knowledge—Sources and Uses	5			
5	Selling Benefits—Features and Comparison	5			
6	Sales Strategies and Plans	4			
7	Types of Sales	2			
8	Organization and Record Keeping	3			
9	Four Basic Steps to a Sale	5			
10	Group Selling Techniques	4.5			
	TOTAL	37.5	0	0	0

EVALUATION							
QUIZZES	☑	**EXAMS**	☑	**ORAL PRES**	☑	**PAPERS**	☐
LAB WORK	☐	**PROJECTS**	☐	**COMP FINAL**	☑	**OTHER**	☐

COURSE MATERIALS		
TITLE:	Handouts from the instructor	
AUTHOR:		
PUBLISHER:		
VOLUME/EDITION/URL:		
COPYRIGHT DATE:		

MAJOR COURSE SEGMENT	HOURS	LEARNING OUTCOMES
		The student will be able to:
Agribusiness Need for Salesmanship	3	Express the need for highly qualified, ethical salespeople.
Training Requirements of a Sales Career	3	List steps involved to becoming an effective salesperson.
Tools of a Professional Salesperson	3	Involves salesperson need for organization, time management, and record keeping.
Product Knowledge—Sources and Uses	5	Name sources of product information and how they may effectively be used.
Selling Benefits—Features and Comparison	5	Use the benefits and features of a product and use them as a base for comparative selling.
Sales Strategies and Plans	4	Describe techniques used to launch successful sales campaigns.
Types of Sales	2	Define customer-initiated, pyramid and creative selling.

Organization and Record Keeping	3	List steps used to become better organized with sales paper work.
Four Basic Steps to a Sale	5	List steps involved in initiating and closing a sale.
Group Selling Techniques	4.5	Discuss how to plan a successful group meeting and how to give an effective sales presentation.
Insert New Line Above this Line		
	37.5	

COURSE OUTCOMES*	At the successful completion of this course, students will be able to:
• List steps involved to becoming an effective salesperson.	
• Analyze the benefits and features of a product as the basis for comparative selling.	
• List techniques used to launch successful sales campaigns.	
• Deliver a well organized, effective sales presentation.	

** Course Outcomes will be used in the Assessment Software for Outcomes Assessment. Limit to 3 - 5.*