

11/29/2022 DATE

 REQUIRED COURSE
 ELECTIVE COURSE

 Business DIVISION
 NEW COURSE
 REVISION

Lake Land College

Course Information Form

COURSE NUMBER:	BUS-092	TITLE: (30 Characters Max)	Principles of Selling							
SEM CR HRS:	3	Lecture:	3	Lab:	0	ECH:	3			
Course Level:	<input type="checkbox"/> Gen Ed / IAI <input type="checkbox"/> Baccalaureate /Non-IAI		<input checked="" type="checkbox"/> Career/Technical <input type="checkbox"/> Dev Ed/ Not in Degree Audit		Clinical Practicum:	0	Work-based Learning	0	WBL ECH:	0
COURSE PCS #	12 - 52. 1804		IAI Code				Contact Hours (Minutes Per Week)			
Repeatable (Y/N):	Pass/Fail (Y/N):		Variable Credit (Y/N):	N	Min:	Max:	16 Wks	150	8 Wks	300
Prerequisites:										
Catalog Description: (40 Word Limit)	Covers the various aspects of the personal selling process including organizational buying motives, consumer behavior, approaching the customer, making the presentation, handling objections, techniques for closing the sale, and managing the salesforce.									

List the Major Course Segments (Units)					Contact Lecture Hours	Contact Lab Hours	Clinical Practicum	Work-based Learning
1	The Selling Profession				6			
2	Sales Ethics and Social Responsibility				8			
3	Approaching the Customer				5			
4	Presenting the Good or Service to the Customer				8			
5	Handling Objections				6			
6	Closing the Sale				6			
7	Managing the Sales Force				6			
TOTAL					45	0	0	0

EVALUATION

QUIZZES	<input checked="" type="checkbox"/>	EXAMS	<input checked="" type="checkbox"/>	ORAL PRES	<input checked="" type="checkbox"/>	PAPERS	<input checked="" type="checkbox"/>
LAB WORK	<input type="checkbox"/>	PROJECTS	<input type="checkbox"/>	COMP FINAL	<input checked="" type="checkbox"/>	OTHER	<input type="checkbox"/>

COURSE MATERIALS

TITLE:	Fundamentals of Selling: Customers for Life Through Service
AUTHOR:	Futrell
PUBLISHER:	McGraw-Hill Irwin
VOLUME/EDITION/URL:	13th Edition
COPYRIGHT DATE:	2014

MAJOR COURSE SEGMENT	HOURS	LEARNING OUTCOMES
		<i>The student will be able to:</i>
The Selling Profession	6	Describe the role and importance of personal selling in the marketing mix and the career options available to sales professionals.
Sales Ethics and Social Responsibility	8	Discuss the ethical issues facing sales professionals and how they impact an organization's long-term relationships with its customers.
Approaching the Customer	5	Describe the methods sales representatives use to develop leads and make an initial contact with a prospective customer.
Presenting the Good or Service to the Customer	8	Identify the various sales presentation techniques and the advantages and disadvantages of each option.
Handling Objections	6	Describe the common objections raised by prospects during a sales presentation and strategies for addressing them.

Closing the Sale	6	Explain the various techniques for closing a sales call and what is meant by a trial close.
Managing the Sales Force	6	Discuss the challenges facing sales managers and analyze sales data.
Insert New Line Above this Line		
	45	

COURSE OUTCOMES*	At the successful completion of this course, students will be able to:
	• Outline the common terminology utilized in the selling profession.
	• Execute an effective business to business sales presentation.
	• Analyze sales data in order to highlight relevant information for effectively managing a sales team.
	• Discuss the ethical issues facing sales professionals and how they impact an organization's long-term relationships with its customers.

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