

Sales

MKTG 1480

Instructor Information

Phone:

Email:

Office Location:

Office Hours

Course Description

Concentration on the various sales techniques with emphasis on pre-approach, needs, benefits, objections and closing. Experience in basic techniques through participation in a series of simulated sales calls. Emphasis is on assisting students as they develop their personal philosophy of sales. It is recommended students complete MKTG 1030 prior to taking this course.

Semester(s): Spring

Concentration on the various sales techniques with emphasis on pre-approach, needs, benefits, objections and closing. Experience in basic techniques through participation in a series of simulated sales calls. Emphasis is on assisting students as they develop their personal philosophy of sales. It is recommended students complete MKTG 1030 prior to taking this course.

Course Student Learning Outcomes

- ♦ Develop rapport with prospects.
- ♦ Recognize problems, employ strategies and solutions to achieve sales goals.
- ♦ Control the selling process by establishing up-front agreements with prospects about the progression of the selling process.
- ♦ Employ strategies to facilitate the transition of the relationship from buyer-seller to partners.

College Wide Student Learning Outcomes

- ♦ The Gail Miller School of Business is committed to assessing its courses. Our program learning outcomes and course learning outcomes are consistent with the SLCC institutional-level learning outcomes (PDF). These learning outcomes for the College indicate that upon successful completion of any program at SLCC, students: Acquire substantive knowledge in the discipline of their choice sufficient for further study, and/or demonstrate competencies required by employers to be hired and succeed in the workplace. Communicate effectively. Develop quantitative literacies necessary for their chosen field of study. Think critically. Develop the knowledge and skills to be civically engaged, and/or work with others in a professional and constructive manner.

Communication Plan

Example language:

- ♦ I will respond to email within 48 hours I will offer feedback on major assignments within 7 days. The best way to contact me is via the Canvas Inbox, as I will prioritize this email over other modes of communication.
- ♦ In this course I will be posting interactive announcements which will offer specific opportunities for class questions and extra credit every other week.
- ♦ Additionally, I will be participating in the discussion forums with you to share my perspective within the discipline and to offer some nuances of interpretation that may not be present in your textbook.

- ♦ Lastly, we'll be holding small group Q & A sessions, where we can learn from our peers (and faculty) on some of the more difficult units within the course.

Brief Description of Assignments/Exams

This is a sales presentation course. You will be honing your sales skills through weekly presentation. practice. This will require many recordings of you if you are an online student and speaking in front of the class for lecture classes.

Assignment Schedule

Due Date	Assignment Name	Assignment Type	Points
	Attendance Extra Credit	Assignment	0
	End of Course Survey	Quiz	0
	Extra Bump	Assignment	0
	Extra Credit	Assignment	0
	Final Exam	Quiz	120
	Introduce Yourself	Discussion	0
	Roll Call Attendance	Assignment	100
1/29	Beginning Course Survey	Quiz	0
8/20	Module 15 Lessons Learned Reflection	Quiz	5
8/25	Introduce Yourself	Discussion	10
8/25	Orientation Quiz	Quiz	9
9/1	Module 1 Lessons Learned Reflection	Quiz	5

Due Date	Assignment Name	Assignment Type	Points
9/1	Trust Discussion	Discussion	10
9/1	Trust Quiz	Quiz	15
9/8	30 Second Commercial	Assignment	10
9/8	Company Profile	Assignment	10
9/8	Module 2 Lessons Learned Reflection	Quiz	6
9/8	Module 2 Role Play	Assignment	20
9/15	Module 3 Lessons Learned Reflection	Quiz	6
9/15	Module 3 Role Play	Assignment	20
9/15	Module 3 Sandler Knowledge Test	Quiz	18
9/22	Module 4 Lessons Learned Reflection	Quiz	6
9/22	Rejection Discussion	Discussion	10
9/29	Childhood Scripts	Discussion	10
9/29	Disc Style	Assignment	10
9/29	Module 5 Lessons Learned Reflection	Quiz	6
9/29	Module 5 Role Play	Assignment	20
9/29	Module 5 Sandler Knowledge Test	Quiz	27
9/29	No One Can Enter Your Castle Without	Your Permission	

Due Date	Assignment Name	Assignment Type	Points
10/6	Childhood Scripts Follow Up	Discussion	10
10/6	Module 6 Lessons Learned Reflection	Quiz	5
10/6	Module 6 Sandler Knowledge Test	Quiz	5
10/6	There's a Difference Between Who You "I" and What You "R" Reflection	Assignment	10
10/13	Module 7 Sandler Knowledge Test	Quiz	15
10/20	Module 8 Lessons Learned Reflection	Quiz	6
10/20	Module 8 Role Play	Assignment	20
10/20	Module 8 Sandler Knowledge Test	Quiz	15
10/20	Up Front Contract	Assignment	10
10/23	Module Lessons Learned Reflection	Quiz	6
10/27	Module 9 Lessons Learned Reflection	Quiz	6
10/27	Module 9 Role Play	Assignment	20
10/27	Module 9 Sandler Knowledge Test	Quiz	15
10/27	Pain Discovery Chart	Assignment	10

Due Date	Assignment Name	Assignment Type	Points
11/3	Keep Your Belly Button Covered	Assignment	10
11/3	Module 10 Lessons Learned Reflection	Quiz	6
11/3	Module 10 Role Play	Assignment	20
11/3	Module 10 Sandler Knowledge Test	Quiz	15
11/10	Module 11 Lessons Learned Reflection	Quiz	5
11/10	Module 11 Role Play	Assignment	20
11/10	Module 11 Sandler Knowledge Test	Quiz	15
11/10	Monkey Paw Assignment	Assignment	10
11/17	Module 12 Lessons Learned Reflection	Quiz	6
11/17	Module 12 Role Play	Assignment	20
11/17	Module 12 Sandler Knowledge Test	Quiz	15
11/24	Module 13 Lessons Learned Reflection	Quiz	6
12/1	Module 13 Role Play	Assignment	20
12/1	Module 13 Sandler Knowledge Test	Quiz	15
12/1	Module 14 Lessons Learned Reflection	Quiz	5

Due Date	Assignment Name	Assignment Type	Points
12/1	Module 14 Sandler Knowledge Test	Quiz	15
12/8	Complete Your Fulfillment and Post-Sell Scripts	Assignment	10
12/8	Calculating your BATting score	Assignment	10
12/8	Wins Board	Discussion	20
12/15	Ideal Client, Prospecting Plan, and Prospecting Script	Assignment	10
12/15	Module 15 Role-Play	Assignment	20
12/15	Module 15 Sandler Knowledge Test	Quiz	15

Grading Scale

Assignment

Percentage of Grade

Quizzes	20%
Application Assignments	25%
Lesson Learned	10%
Discussions	10%
Wins Board	10%
Final Exam	25%
Total	100%

How to Navigate to Canvas

Institutional Policies

As members of our academic community, we would like to invite you to review the Institutional Syllabus which covers important policies and procedures. This document contains important links for students on the code of student rights and responsibilities, academic integrity, and grading policies, Title IX and other important acknowledgements. By familiarizing yourself with this information, you can help us create a safe and respectful environment for everyone.

You can access the document by clicking on the following link:

<https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>

Learning Support and Tutoring Services

We are pleased to offer a range of tutoring and learning support services to help you achieve your academic goals. Whether you need assistance with a specific subject or want to improve your study skills, you have many options for tutoring or other support.

To learn more about the services we offer and how to access them, please visit the Institutional Syllabus under the Tutoring and Learning Support tab:

<https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>. We encourage you to take advantage of these resources to help you succeed in your studies. If you have any questions or would like to schedule a tutoring session, please don't hesitate to reach out to us. We are here to support you in any way we can.

Advising and Counseling Support Services

At our institution, we are committed to supporting your academic and personal growth. That's why we offer a range of advising and counseling services to help you navigate the challenges of college life. To learn more about the resources available to you and how to access them, please visit the Institutional Syllabus under the Advising and Counseling Support Services tab: <https://slcc.instructure.com/courses/530981/pages/institutional->

[syllabus](#). Our advising team and the support centers across campus are here to support you in achieving your goals and overcoming any obstacles you may face.

Student Academic Calendar

As students you should be aware of all important dates in the semester, such as the day that courses begin and end, as well as the drop date and the last day to withdraw. To learn more about those dates, navigate to the Student Academic Calendar below:

[SLCC Student Academic Calendar](#)