

Sales

MKTG - 1480 501

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

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

- Develop rapport with prospects
- Recognize problems and 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-sell to partner.

Engagement Plan

What can you expect from me during the semester:

- I will respond to most inquiries within 24-48 hours.
- All assignments will be graded during the week they are submitted.
- I will log into the course daily from Monday through Friday.
- I will let students lead the discussions, and you can expect personalized comments from me.
- I expect students to manage their own time and log into the course weekly to complete assignments and participate in discussions.

Keys for Success (how to succeed in the course)

What I expect from you during the semester:

- Ideally, you should participate in the course every day, but at least three times a week. If you want to succeed, you should spend 6 hours working on and completing the course material.
- All assignments must be submitted (uploaded) directly into Canvas to be graded. In other words, I will not grade anything emailed to me or posted on another site.
- Role plays are a significant part of this online course. The title of David Sandler's book about this system for successful selling is called "You Can't Teach a Kid to Ride a Bike at a Seminar" (highly recommended). Likewise, to learn how to sell, you need to not only acquire techniques but also practice them.

Required Text or Materials

Title: Sandler Workbook

For more information on textbook accessibility, contact Accessibility & Disability Services at ads@slcc.edu.

Brief Description of Assignments/Exams

Role Plays

- This course includes several role-plays, and these instructions apply to all of them. The role-plays and your preparation for them are the application assignments in this course. You will be assigned to a group of two or three for each role-play. You and your group partner(s) will each prepare for a sales call. During the role-play, you will represent yourself as the owner of a business—both as the salesperson and the prospect. Follow these steps to maximize your learning from the role-play.

Wins Board

- This Wins Board is posted in all the modules of this course. You will be required to make 8 posts to this board throughout the semester. When you're here, be sure to read and comment on posts from other students. You must respond to other students at least 8 times during the semester. The goal is to share ideas, learn from each other's attempts at practicing these concepts, and develop additional skills in the course objectives, especially those you choose to focus on. What has been a victory or win for you, whether in your life or a sales role, by applying the principles taught in this course? It could be a technique, behavior, or mindset. It might be something you learned recently or at any point during the course. For example, did you improve any relationships based on the material in Module 1 about trust?

Assignment Schedule

Due Date	Assignment Name	Assignment Type	Points
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Due Date	Assignment Name	Assignment Type	Points
	Beginning Course Survey	Quiz	0
	End of Course Survey	Quiz	0
	Introduce Yourself	Discussion	0
	Introduce Yourself	Discussion	0
	Introduce Yourself	Discussion	0
	Wins Board	Discussion	20
8/31/25	Introduce Yourself	Discussion	10
8/31/25	Module 1 Lessons Learned Reflection	Quiz	5
8/31/25	Orientation Quiz	Quiz	9
8/31/25	Trust Discussion	Discussion	10
8/31/25	Trust Quiz	Quiz	15
9/7/25	30 Second Commercial	Assignment	10
9/7/25	Company Profile	Assignment	10
9/7/25	Module 2 Lessons Learned Reflection	Quiz	6
9/7/25	Module 2 Role Play	Assignment	20
9/14/25	Module 3 Lessons Learned Reflection	Quiz	6
9/14/25	Module 3 Role Play	Assignment	20
9/14/25	Module 3 Sandler Knowledge Test	Quiz	18

Due Date	Assignment Name	Assignment Type	Points
9/21/25	Module 4 Lessons Learned Reflection	Quiz	6
9/21/25	No One Can Enter Your Castle Without Your Permission	Assignment	10
9/21/25	Rejection Discussion	Discussion	10
9/28/25	Disc Style	Assignment	10
9/28/25	Module 5 Lessons Learned Reflection	Quiz	6
9/28/25	Module 5 Role Play	Assignment	20
9/28/25	Module 5 Sandler Knowledge Test	Quiz	27
10/5/25	Childhood Scripts	Discussion	10
10/5/25	Module 6 Lessons Learned Reflection	Quiz	5
10/5/25	Module 6 Sandler Knowledge Test	Quiz	5
10/12/25	Module 7 Lessons Learned Reflection	Quiz	6
10/12/25	Module 7 Sandler Knowledge Test	Quiz	15
10/12/25	There's a Difference Between Who You "I" and What You "R" Reflection	Assignment	10
10/19/25	Module 8 Lessons Learned Reflection	Quiz	6

Due Date	Assignment Name	Assignment Type	Points
10/19/25	Module 8 Role Play	Assignment	20
10/19/25	Module 8 Sandler Knowledge Test	Quiz	15
10/19/25	Up Front Contract	Assignment	10
10/26/25	Module 9 Lessons Learned Reflection	Quiz	6
10/26/25	Module 9 Role Play	Assignment	20
10/26/25	Module 9 Sandler Knowledge Test	Quiz	15
10/26/25	Pain Discovery Chart	Assignment	10
11/2/25	Keep Your Belly Button Covered	Assignment	10
11/2/25	Module 10 Lessons Learned Reflection	Quiz	6
11/2/25	Module 10 Role Play	Assignment	20
11/2/25	Module 10 Sandler Knowledge Test	Quiz	15
11/9/25	Childhood Scripts Follow Up	Discussion	10
11/9/25	Module 11 Lessons Learned Reflection	Quiz	5
11/9/25	Module 11 Role Play	Assignment	20
11/9/25	Module 11 Sandler Knowledge Test	Quiz	15
11/9/25	Monkey Paw Assignment	Assignment	10

Due Date	Assignment Name	Assignment Type	Points
11/16/25	Module 12 Lessons Learned Reflection	Quiz	6
11/16/25	Module 12 Role Play	Assignment	20
11/16/25	Module 12 Sandler Knowledge Test	Quiz	15
11/23/25	Complete Your Fulfillment and Post-Sell Scripts	Assignment	10
11/23/25	Module 13 Lessons Learned Reflection	Quiz	6
11/23/25	Module 13 Role Play	Assignment	20
11/23/25	Module 13 Sandler Knowledge Test	Quiz	15
11/30/25	Calculating your BATting score	Assignment	10
11/30/25	Module 14 Lessons Learned Reflection	Quiz	5
11/30/25	Module 14 Sandler Knowledge Test	Quiz	15
12/7/25	Ideal Client, Prospecting Plan, and Prospecting Script	Assignment	10
12/7/25	Module 15 Lessons Learned Reflection	Quiz	5
12/7/25	Module 15 Role-Play	Assignment	20
12/7/25	Module 15 Sandler Knowledge Test	Quiz	15

Due Date	Assignment Name	Assignment Type	Points
12/18/25	Final Exam	Quiz	120

Grading Scale

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

How to Navigate to Canvas

Online Tutoring

Students at SLCC have access to online tutoring through Canvas. From your Canvas course click Online Tutoring in the course navigation and follow the steps to set up an appointment. If this is your first time using the Online Tutoring we recommend you click "Take a Tour" to familiarize yourself with the service.

Note that students only receive 480 minutes of tutoring time each semester. After that we encourage you to use the resources found through this link:

<https://www.slcc.edu/tutoring/index.aspx>

If you have any additional questions reach out to elarningsupport@slcc.edu.

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.

For more information, navigate to the Institutional Policies tab on the [Institutional Syllabus](#) page.

[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, visit the [Institutional Syllabus](#) page under the Tutoring and Learning Support tab. 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, visit the [Institutional Syllabus](#) page under the Advising and Counseling Support Services tab. 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](#)