

This syllabus was approved by TnCIS and TBR for Summer 2009

This instructor is SACS qualified to teach this course regularly at his/her TBR Institution

**VOLUNTEER STATE COMMUNITY COLLEGE**  
**COURSE SYLLABUS**  
**MKT 120\*-001, Personal Selling**

**(\* This is a college course designated for a Career/Technical Program. While the course may be accepted for transfer, that decision is left to the receiving institution.**

**Summer 2010**  
**TnCIS program, Thurles , Ireland**

**INSTRUCTOR:** Dr. John H. Espey, Professor and  
Dean, Business Division

**OFFICE:** Assigned through the TnCIS program

Office Hours: Will be distributed at the first course  
meeting

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**REQUIRED TEXT:** Selling Today - Creating Customer Value  
by Gerald Manning and Barry Reece, 10th  
Edition (Prentice-Hall) ISBN 0-13-186683-4

**CLASS HOURS:** This course will consist of a minimum of 37.5  
class hours.

**PREREQUISITE:** No prerequisites are in place. Students  
should have adequate writing, speaking and  
study skill necessary to complete text, exams  
presentation to the class, and field  
interview assignments.

**COURSE** A study of the art of personal selling.

**DESCRIPTION:** Special emphasis is placed upon the use of current psychological principles to efficiently and effectively determine consumer needs and to consummate the sale.

**MAJOR EDUCATIONAL GOALS:** The major educational goals for this course are to provide the opportunity to build a conceptual framework concepts, terminology, demonstration opportunities and an understanding of the role of personal selling in our economic system.

**GENERAL and SPECIFIC COURSE GOALS ("G" for General and "S" for Specific):**

At the completion of this course the student should be able to:

- G** 1. Develop an understanding of the role personal selling plays in our market economy.
- S** 2. Develop personal skills useful in selling and non-selling situations.
- G** 3. Outline the evolution of personal selling.
- S** 4. Plan and conduct sales presentations.
- G** 5. Explain techniques used to build a partnership strategy in selling.
- G** 6. Identify components of nonverbal communications.
- S** 7. Utilize voice quality improvement techniques.
- G** 8. Identify acceptable patterns of professional conduct.
- G** 9. Utilize buyer behavior in designing sales strategies.
- S** 10. Outline methods of building a prospect base.
- S** 11. Overcome typical customer objections.
- S** 12. Utilize appropriate sales closing methods.
- G** 13. Outline problems and techniques used in sales force management.

**G** 14. Discuss telemarketing as a personal selling technique.

GENERAL and SPECIFIC COURSE GOALS (Cont.)

**S** 15. Use the World Wide Web to locate and analyze personal selling job opportunities.

**S** 16. Conduct an interview of individuals who make their living in a personal selling situation.

**G** 17. Develop a vocabulary of terms used in personal selling.

**S** 18. Identify discussion topics to be avoided during business settings.

**G** 19. Discuss the trends in selling theory.

**S** 20. Outline the process of time management and analysis that can be used in personal selling.

**G** 21. Discuss the image of personal selling and the reality of the profession.

**G** 22. Develop a working knowledge of Cultural differences that are part of the Personnel Selling challenges.

**G** 23. Draw conclusions from Field Interviews with professionals engaged in Personal Selling in a foreign culture.

**EXAMS:** Each exam will be a combination of multiple choice questions and short answers. The questions will be drawn from the text, handouts and assigned articles.

**POINTS:**

3 Exams (Text Material)	-	300 points
Final Exam	-	200 points
3 Presentations	-	300 points
3 Field Interviews	-	300 points
5 Article Abstracts (20 points each)	-	100 points
Web research assignment	-	100 points
Video Outlines - 5 @ 20 points each	-	<u>100 Points</u>

1400 points

<b>FINAL GRADE:</b>	90%	points = A
	80-89%	points = B
	70-79%	points = C
	60-69%	points = D
	Less than 60	points = F

Note:

The presentation outlines, the web assignment, the field interviews and the abstracts need to be typed.

**ATTENDANCE:**

This course is offered through the TnCIS program. At our meeting times and dates, we shall detail the schedule for classes and supporting field trips, guest speakers, and visitations. Student are expected to attend every session and take an active part in the learning process.

**Code of Conduct:**

Students are held to the College Code of Conduct and all TnCIS policies related to behavior.

**Assignment Information**

**WEB ASSIGNMENT**

Using the World Wide Web, locate at least 5 listings for Personal Selling jobs. These may be local, state, or national listing. Make at least one job listing you review be based in a country outside the US or require International Selling responsibilities. Prepare a written report with the following components:

1. Prepare a brief introduction outlining the jobs, firms (if listed), and title.
2. Outline and discuss the information provided for each position. What experience, educational background, and traits are sought?
3. Is compensation listed for any of the jobs?
4. What training is mentioned for the jobs?
5. What duties are mentioned for the job?
6. How are company services such as travel, research, and technical support mentioned?
7. What questions would you have about each position during an interview?

**MGT 120 - Personal Selling**  
**Topical Course Outline**

Integrated in Lecture, Readings, Video Presentations and Sales Presentations

- 1.0 Personal selling and the marketing concept

Definitions  
Philosophy  
Customer Relationships  
Image errors related to Personal Selling  
The four distinct eras of Sales and Marketing

2.0 Personal selling opportunities

Employment Settings  
The universal application of selling skills  
Settings related to Personal Selling  
The credibility challenges

3.0 Creating value with the Relationship Strategy

Partnering with customers  
Supporting individuals in the partnership  
Verbal and non-verbal communication  
Conversational strategies  
Self Improvement

4.0 Communications Styles

Selling Relationships  
Four Style Communication  
Bias in communication  
Voice development

5.0 Ethics in Selling

Making Ethical Decisions  
Factors influencing Ethics  
Developing a Personal code of Ethics

6.0 Creating Product Solutions

Selling solutions to needs  
Developing Product Knowledge  
Company Knowledge  
Gathering Product Information  
Feature Benefit Strategy

COURSE OUTLINE (CONT.)

7.0 Product Selling Strategies

Product Positioning  
Demonstration realities

Customer Involvement in demonstrations

8.0 The Buying Process and Buyer Behavior

Developing a Customer Strategy  
Consumer and Organizational Buyers  
The Buyer Behavior Model

9.0 Prospecting

Planning  
Referral Sources  
Qualifying Prospects  
Organizing Prospect Information  
Forecasting

10.0 Presentation- Approach

Preapproach  
Six-Step Presentation Plan  
The Approach  
Contact

11.0 The Consultative Presentation

Needs Discovery  
Needs Satisfaction  
Creating Value  
Maintaining Simplicity

12.0 Creating Value with the Presentation

Demonstration Planning  
Proof devices  
Appealing to the five senses

13.0 Buyer Concerns

Negotiating concerns  
Common Concerns  
Tools in overcoming concerns

COURSE OUTLINE (CONT.)

14.0 Closing

The process vs. the event  
Guidelines

Methods of reaching the Close

15.0 Servicing and Building relationships

Long Term Partnerships through Customer Service  
Instant Gratification in Service Solutions  
Measuring and managing service complaints

16.0 Managing Time

Time consuming activity  
Records and territory  
Stress management that is time based

17.0 Management of the Sales Force

Recruiting Salespeople  
Finding yourself assigned to manage  
Orientation and Training  
Motivation  
Productivity

**Personal Selling – Weekly Class Topics and Activity**

We shall use the following **tentative** schedule for class Assignment Deadlines:

Depending on course meeting scheduling , the following will be modified to a daily class schedule prior to the course delivery when specific class schedule dates and times are confirmed

## **Week # 1**

Course activities layout  
Class Discussion and Presentation framework

Submit Abstract #1 due – Topic: *Personal Selling*; Sales Presentation #1,  
Video # 1 – Review – *Can You Help Me* – HF 5438.25

Student Presentation # 1, review and critique

Guest Speaker- Personal Selling and the Irish Culture

**Exam # 1**, Text Chapters 1-4 + handout materials including notes and articles

## **Week # 2**

Submit Abstract #2 due – Topic: *The Shortage of Sales Professionals*;

Field Interview #1 (Inside Sales- Interviewing an Irish sales Professional)

Guest Speaker # 2- the Personal Selling of Travel/Hospitality Services in Ireland

Submit Abstract #3 – Topic: *Sales Training*

*Take Care* Video – HF 5415.55

Field Interview #2 (Outside Sales);

Abstract #4 – Topic: *After Sales Service*

Student Presentation #2 , review and critique

Video – *Telephone Courtesy Pays Off* - HF 5538.3

**Exam # 2-** Text Chapters 5-8 + handout materials including notes and reviewed articles

## **Week # 3**

Exam # 3 Text Chapters **9-12**

Submit Abstract #5 (Sales Management); Field Interview #3; Video # 4 –

*Just Incredible: Customer Service Story, HF 5415.5*

Presentation #3

Submit Web Research Assignment due; Open for catch-up activities; Video # 5 – *Hot Under the Collar: Dealing With Angry Customers, HG 1616*

**FINAL EXAM (Ch. 13-17 plus review items)**

**We shall remain flexible as necessary to accommodate presentations, speakers, discussion on the interviews and the abstracts.**

Copies of articles may be provided during the semester as handouts or downloads to reference on the Web.

Handouts including points that might support the readings, presentations, and interviews will be provided. Keep each article, handout, and download. These materials are, of course, included in test content.

### **Assignment Information**

#### **The Field Interview**

The field interviews will involve your locating and working with three professional sales people.

- Interview #1 - Inside Sales
- Interview #2 - Outside Sales
- Interview #3 - Sales Management

Locate an individual who has responsibilities for each of these areas above. Schedule a time to meet and cover the following questions with the person.

**Field Interview Instructions**  
**MKT 120 - Personal Selling**

1. For this assignment you will need to locate and informally interview someone who works in the sales position listed above.
2. The person you choose must have some decision-making responsibility and be employed full-time in this job. Do not choose someone you work for directly or someone who is a relative.
3. Conduct your interview informally, taking notes and being involved in a discussion as much as possible. Get answers to each of the following questions:
  1. What is your exact job title?
  2. What are your basic duties?
  3. On average, how many hours do you work in a week?
  4. What formal education and training do you have?
  5. What jobs have you held prior to this position?
  6. What would you like to do in the way of career growth?
  7. What gives you the most satisfaction in your job?
  8. What about your job frustrates you the most?

ASSIGNMENT INFORMATION (CONT.)

9. What advice would you give someone entering this field of work?
10. What additional training/education would you like to be

involved with in the future?

11. Do you do any business internationally?

12. How is the internet used in your selling?

Prepare a typed report of this interview using proper grammar, punctuation, spelling, and sentence structure. Write a brief introduction explaining who you interviewed and why you chose this person. List each question and follow with the answer given. You may quote the person or summarize with the answers. Write a conclusion with your summary comments about the person, the position, and the interview.

### **THE PRESENTATION**

Each presentation will be a simulation. You need to choose a product or service that you can sell in this simulation. Prepare

a brief outline of the product or service with:

Product or service name

Selling firm

Features

Benefits

Price

Warranty information

Ads, manuals or any related literature

Objections you anticipate

Bring this material with you to the presentation to hand in with your outline. "Set the stage" as to what type of buyer your partner is (retail customer, business owner, purchasing agent, etc.). You can assume you have been contacted by the customer/buyer and that the buyer has some interest, but you must make the presentation and move towards the close.

Have questions, objections and answers to those objections ready. Move through the presentation and manage the process.

Examples of Products or services sold in sold in recent semesters:

A life insurance policy

A day care service

A bubble-blowing bear

A machine tool

A hand tool (power)

A mantle clock

A car emergency kit

A weed Eater

A Hallmark ornament

A car detailing service

### **ASSIGNMENT INFORMATION**

#### **Abstract Topics**

Locate an article from a journal, newspaper or magazine that deals in some way with the general topic for each area.

The article can involve trends, topics, problems, challenges or some innovation.

1. Personal Selling
2. The Shortage of Sales Professionals
3. Sales Training
4. After Sales Service
5. Sales Management

### **Assignment Information**

#### **DESCRIPTIVE ABSTRACTS**

A one-page abstract of a published article should include the following section (see the attached):

I. Reference annotation

Levin, Henry M. "Jobs". Change.  
October 2007, 16-7: 32-37.

Henry M. Levin is the author of the article. "Jobs" is the title of the article and should be enclosed in quotation marks. Change is the name of the journal and should be underlined (or put in all capital letters). This article was published in October 2007 in Volume 16, No. 7, on pages 32 through 37.

II. Summary

Briefly summarize the key points of the article. Make sure that you use complete sentences and proper grammatical structure. Please spell and punctuate correctly.

III. Discussion

This section reflects your personal commentary or reaction to the article. You can agree or disagree, but please give reasons for your position.

**(Mock Abstract)**

Name  
Course & Section  
Assignment # 1  
Topic -Employment

## ABSTRACT

### Reference

Levin, Henry M. "Jobs." Change. October 2007, 16-7: 32-37.

### Summary

Levin describes the changes in the types of workers we must prepare for the jobs of the future in a society becoming more and more technologically minded.

According to Levin, few jobs of the future will require skills of the person with a college degree. Those students entering institutions of higher learning must be expected to be more creative, to take greater risks, and to learn more about languages and cultures other than our own.

Most of the jobs in tomorrow's society will require persons who have basic knowledge of math, science, liberal arts subjects, and communication skills—a sound high school background—so that as workers they can easily be trained to acquire skills for the jobs that will occur in the future. With this foundation, workers will be able to learn the skills and demands of any new job.

### Discussion

As educators we must prepare the workers of today and of tomorrow, and we must be aware of the changes in the preparation of these workers for the jobs of the future. I hope that Mr. Levin is overly pessimistic, as it seems very sad that the future generations will have to be content with low-paying, repetitious jobs that offer no challenge or self-satisfaction or motivation or creativity. In my Pollyanna view of the world, I would like to think that technology could and should enhance the quality of life—not lower it.

## **Assignment Information**

## **Video Tape Assignments**

View each tape and complete a **1 Page Summary** of each using the

following format:

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(Upper Right)      Your Name  
MKT 120 Personal Selling  
Video Review  
Assignment # \_\_\_\_\_  
Video Title

**Part 1**

Summarize in a paragraph the content of the video. Use sentences and proper grammar.

**Part II**

What applications (ideas, suggestions, techniques) did you see that could be used in your current job or a personal selling job in an area you are interested in pursuing? (Use sentences)

**Part III**

What do you consider the best point made in the video? (Use sentences)

**MKT 120  
Personal Selling- Sales Simulation Comments Sheet**

**NAME** \_\_\_\_\_

**DATE** \_\_\_\_\_

**PRESENTATION**

**STRENGTHS**

**AREAS NEEDING ATTENTION:**

**OTHER COMMENTS:**

**GRADE:**

### Presentation Grading

Your grade on each presentation will be based on judgment of your performance in the simulation of a Personal Selling encounter. Consider each of the following components as you plan and deliver your presentation:

- Dress
- Demeanor
- Greeting
- Voice inflection
- Voice Clarity
- Eye contact
- Supplements used
- Demeanor
- Needs analysis
- Product Knowledge
- Explanation of Features and Benefits
- Questions and Answer dialog
- Overcoming Objections
- Trial Close
- Close