

INTRODUCTION TO SELLING SYLLABUS

COURSE TITLE: Introduction to Selling
COURSE NUMBER: BUS 087 - 21223
CREDIT UNITS: 4
CLASS LOCATION: MCC-17
CLASS SCHEDULE: September 21, 2015 thru December 11, 2015
Tuesday & Thursday's – 4:00 p.m. to 5:50 p.m.

INSTRUCTOR INFORMATION:

Name: Wendy Shan
Office: Baldwin Winery Building
Phone: 408-855-5185
Email: shanwenlei@fhda.edu
Office Hours: Tuesday & Thursday's – 6:00 p.m. to 7:00 p.m.

COURSE DESCRIPTION AND JUSTIFICATION:

This course applies business and behavioral sciences in a culturally diverse selling environment. We will cover a variety of topics in relationship strategy, buyer behavior, effective communication, prospecting and qualifying customers, presentation strategy, handling objections, and formulating a value proposition. Students will learn about factors that influence buyer's behavior and what drives the ultimate buying decision.

STUDENT LEARNING OBJECTIVES:

- Communicate to others not just the details, but the benefits of an idea, product or service
- Negotiate in a way that allows resolution of disagreements based on mutual interests, not win-lose positions
- Explain how business to business sales transactions are constructed and executed

TEXTBOOKS:

Kimberly K. Richmond, “*The Power of Selling V1.0*”



This book is available online at:

<http://students.flatworldknowledge.com/course?cid=2442171&bid=51239>

COURSE PRESENTATION CAN BE DOWNLOADED ONLINE FROM:

https://www.dropbox.com/sh/qk9r8e24x039g75/AABFs7uBFA_fn2_hts_0C6pIa?dl=0

RECOMMENDED READINGS:

Neil Packham, “*Sping Selling*”

Robert B. Cialdini, “*Influence, 5th edition*”

EVALUATION DATA:

Grades will be determined from the following assessments:

Sales Presentation Seller Role Play

Sales Presentation Buyer Role Play

Communication Project

Mid-Term/Final Exam

- **Attendance:** In order to be successful in business, you have to show up! This class is dependent upon team work, discussion and practice. Attendance means that you are **on time** and will be able to stay in class for its duration. If you are absent or late, your teammates may find it difficult to do the exercises. Students that have more than 2 absences during the first two weeks OR 4 absences before the drop deadline in week 8 will be dropped from the course.
- **Sales Presentation Seller Role Play:** You will need to give a presentation as a sales representative attempting to sell your product or service to your customer. You will be judged on your performance in how well you understand sales tactics and how you interact with the customer.
- **Sales Presentation Buyer Role Play:** In addition to presenting as a sales rep, you will need to act as a potential customer for another whom is trying to sell their product or service to you. You will need to serve as one of the decision makers, or corporate executives in a sales meeting. Similar to the sales presentation, you will be graded on your participation and how well you understand the needs of your business. Most importantly, you will be the evaluator of your sales rep at the end of the meeting.
- **Communication Project:** Communication and calling skills are extremely important to the success of a sales rep. In this case study, you will serve as a subject matter expert to draft a formal email to one of your prospects and leave that person a voice mail in order to set up a face to face meeting with him. This is a great exercise to help you understand what prospecting and qualifying are in the sales cycle.
- **Mid and Final Exams:** There will be one *closed-book, closed-note* mid-term exam plus a final exam at the end of the semester. If you know you will be absent on the exam day, please make arrangements with me to take the exam during the office hours before the rest of the class. Or you will receive no

credit for the missing exam. Students who miss the exam will not be allowed to take make-up tests. Mid and final exams count 50% towards your final grade. **SCANTRON FORM NO. 882-E is needed for the mid-Term and the Final**

The grades will be based on the following distributions:

Sales Presentation Seller Role Play	20%
Sales Presentation Buyer Role Play	10%
Communication Project	20%
Mid-Term	25%
Final Exam	25%
TOTAL	100%

All work must be submitted in order to complete the requirements of this class. Quizzes and Case Studies must be submitted **on the due date** or a zero will be given.

A+	=	99%+
A	=	92-98%
A-	=	90-91%
B+	=	88-89%
B	=	82-87%
B-	=	80-81%
C+	=	78-79%
C	=	70-77%
D+	=	67-69%
D	=	58-66%
D-	=	55-57%
F	=	Below 55%

12-WEEK CLASS SCHEDULE

WEEK	TOPICS	CHAPTER ASSIGNMENT
9/22/2015 9/24/2015	Introduction to Course and Text The Power to Choose Your Path: Careers in Sales	Chapter 2
9/29/2015 10/1/2015	The Power of Building Relationships Chapter 2 Role Play, Sales Presentation Group 1	Chapter 3
10/6/2015 10/8/2015	The Power of Effective Communication Writing and Calling Projects Announced Chapter 5 Role Play, Sales Presentation Group 2	Chapter 5
10/13/2015 10/15/2015	Why and How People Buy: Understanding Customer Chapter 6 Role Play, Sales Presentation Group 3	Chapter 6
10/20/2015 10/22/2015	Prospecting and Qualifying: Identify Your Customers Chapter 7 Role Play, Sales Presentation Group 4	Chapter 7
10/27/2015 10/29/2015	The Preapproach: The Power of Preparation Mid-Term Exam	Chapter 8 4:00pm - 5:50pm MCC-17
11/3/2015 11/5/2015	The Approach: The Power of Connecting Chapter 9 Role Play, Sales Presentation Group 5	Chapter 9
11/10/2015 11/12/2015	The Presentation: The Power of Solving Problems Writing and Calling Projects DUE today Chapter 10 Role Play, Sales Presentation Group 6	Chapter 10
11/17/2015 11/19/2015	Handling Objections: Learning from Opportunities Chapter 11 Role Play, Sales Presentation Group 7	Chapter 11
11/24/2015 11/26/2015	Closing the Sale: Negotiation to Win NO CLASS - Happy Thanksgiving!	Chapter 12

12/1/2015	Follow up: Providing Service that Sells	Chapter 13
12/3/2015	Chapter 12 Role Play, Sales Presentation Group 8	
12/8/2015	Final Exam	4:00pm - 5:50pm MCC-17

DROPPING:

It is the student's responsibility to drop or withdraw from this course. If you wish to take a "W" for the class, you must do so on or before the withdrawal date. There are various deadlines to keep in mind. Please refer to the academic calendar on MyPortal for all official dates.

DISRUPTIVE CLASSROOM BEHAVIOR:

Disruptive classroom behavior includes, but is not limited to, talking when it does not relate to the discussion topic, sleeping, reading other material (e.g. newspapers, magazines, textbooks from other classes), eating or drinking, electronic socializing (e.g. Facebook, Twitter, etc), monopolizing discussion time, refusing to participate in classroom activities, leaving on cellular phones and pagers, and engaging in any other activity not related to the classroom activity. Students who engage in disruptive classroom behavior will be approached by the instructor and may receive a lower participation grade. If the disruptive behavior continues, students may be dropped from the course.

ACADEMIC HONESTY:

Communication of any kind during quizzes or exams between students or others is not allowed and is considered cheating. This includes any verbal, written or other communication. If a student uses any kind of text or notes, written or other during a quiz when permission is not strictly granted ahead of time, the student will be considered cheating. All quizzes and exams are to be the work of the individual student only. If you have a question during a quiz or exam, you are only allowed to talk to the instructor. If a student is observed cheating on a quiz, they will receive a grade of zero on that assignment and be reported to DeAnza Administration. If a student is caught cheating on the final exam, they will automatically receive a grade of F for the course.