

University of Montana

## ScholarWorks at University of Montana

---

University of Montana Course Syllabi

Open Educational Resources (OER)

---

Fall 9-1-2005

### BUS 113T.01: Psychology of Selling

Brian S. Larson

*University of Montana - Missoula*, [brian.larson@mso.umt.edu](mailto:brian.larson@mso.umt.edu)

Follow this and additional works at: <https://scholarworks.umt.edu/syllabi>

**Let us know how access to this document benefits you.**

---

#### Recommended Citation

Larson, Brian S., "BUS 113T.01: Psychology of Selling" (2005). *University of Montana Course Syllabi*. 9935.  
<https://scholarworks.umt.edu/syllabi/9935>

This Syllabus is brought to you for free and open access by the Open Educational Resources (OER) at ScholarWorks at University of Montana. It has been accepted for inclusion in University of Montana Course Syllabi by an authorized administrator of ScholarWorks at University of Montana. For more information, please contact [scholarworks@mso.umt.edu](mailto:scholarworks@mso.umt.edu).

**Syllabus**

**The University of Montana – Missoula**

**College of Technology**

**Course Syllabus**

**Course Name and Title: BUS 113T Psychology of Selling**

**Text: All Materials will be available online**

**Date revised: Fall Semester 2005**

**Prerequisites: None**

**Faculty: Brian Larson Director Business Management**

**Phone: (406)243-7823**

**E-Mail: brian.larson@umontana.edu**

**Course Description:** Development of selling techniques which are used by many of the world's best companies and explanation of why they work. Includes the psychological reasons that prevent a prospect from purchasing a product or service and the techniques to motivate them to buy.

**Course Objectives:** This course will provide students an understanding of the relating process and techniques to overcome buyer's resistance.

**Students Will:**

1. Develop an understanding of the psychological process involved in sales relationships.
2. Demonstrate the skills related to secure lifelong sales relationships.
3. Create sales presentations that address known areas of consumer resistance.
4. Demonstrate and apply the techniques used in the counselor sales approach.
5. Demonstrate effective techniques for presenting the features and benefits each product or service offers.
6. Interview sales professionals and communicate different styles to the class.

## **Course Outline**

- I. Introduction
  - a. Your Sales Personality
  - b. Problems Facing Sales Today
  
- II. The Relating Process
  - a. Recognizing “No Trust”
  - b. Skills for Building Credibility
  
- III. The Discovery Process
  - a. Recognizing “No Need”
  - b. Motives for Buying
  - c. Questioning and Listening Skills
  
- IV. The Advocating Process
  - a. Recognizing “No Help”
  - b. Developing Task and Personal Appeals
  - c. Delivery Skills
  
- V. The Supporting Process
  - a. Recognizing “No Hurry”
  - b. Skills to Reduce Tension
  - c. Skills to Support the Decision Process
  
- VI. Consumer Perception

### **Grading:**

Students' final grade will be based upon cumulative quiz/test scores, case studies, special projects and assigned work. Unless special circumstances exist, students will receive no credit for assigned work submitted after the due date. A student may not pass this course if the final exam is not taken on the assigned date.

### **Grading Scale:**

<b>90-100%</b>	<b>A</b>
<b>80-89%</b>	<b>B</b>
<b>70-79%</b>	<b>C</b>
<b>69-64%</b>	<b>D</b>
<b>&lt;63%</b>	<b>F</b>