Fall 9-1-2005

BUS 113T.01: Psychology of Selling

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Course Name and Title: BUS 113T Psychology of Selling

Text: All Materials will be available online

Date revised: Fall Semester 2005

Prerequisites: None

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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:

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<th>Grade</th>
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<tr>
<td>A</td>
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