

Fall 9-2004

BUS 112T.01: Professional Sales

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**THE UNIVERSITY OF MONTANA – MISSOULA
COLLEGE OF TECHNOLOGY
BUSINESS TECHNOLOGY DEPARTMENT**

COURSE SYLLABUS

COURSE NUMBER AND TITLE: BUS 112T Professional Sales

DATE REVISED: Fall 2004

SEMESTER CREDITS: 2

PREREQUISITES: None

FACULTY: Beth Cole

OFFICE: Adjunct Office

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COURSE DESCRIPTION: Includes the steps in opening, presenting, demonstrating, handling objections, and closing the sale. Students gain experience through role-playing activities and written presentations.

COURSE OBJECTIVES: Upon successful completion of this course, the student will possess a basic understanding of the components involved in relationship selling. Additionally, students will have demonstrated presentation skills necessary in sales situations.

STUDENTS WILL:

1. Understand the basic psychology involved in the sales process.
2. Develop a presentation demonstrating knowledge acquired.
3. Learn old and new techniques for overcoming buyer's resistance.
4. Learn and use product knowledge.

COURSE OUTLINE:

- I. Historical Overview
 - a. Industrial vs. Informational
 - b. Sales Approaches
- II. Sales Strategies
 - a. Relationship
 - b. Product
 - c. Customer
 - d. Presentation
- III. Addressing Buyer Concerns

IV. Closing the Sale and Confirming the Partnership

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 turned in after the due date. A student may not pass this course if the final exam is not taken on the assigned date. Please refer to your schedule book for the final schedules. Quizzes may be given announced or unannounced. Students who are absent from class when a quiz is announced will not be excused from the quiz when it is administered. It remains the students responsibility to obtain information missed if absent.

MAKE-UP QUIZZES:

Make-up quizzes will ONLY be allowed if the student meets the following criteria.

1. The student has a legitimate reason for missing the class when the quiz is administered.
2. The student contacts me PRIOR to the quiz being administered. This may be done by direct face-to-face contact, via telephone/voice mail, or email. You may NOT use another student to communicate you absence.
3. The make-up test must be taken prior to the next class unless extended illness or legitimate reason is indicated.

GRADING SCALE:

I do not "round" or "curve" grades and cutoffs are not compromised.

| | |
|------------------|----------|
| 90 – 100% | A |
| 80 – 89% | B |
| 70 – 79% | C |
| 64 – 69% | D |
| > 63% | F |

MISSED NOTES/ASSIGNMENTS:

It is remains the students' responsibility to obtain lecture notes and assignments that are missed. Students who miss group activities that are graded may not receive credit. Many of these activities are based upon group interaction, and make-up is not practical. Missed notes must be obtained through an in class student.

OUTSIDE CLASS WORK:

Assignments, case studies, special projects will be assigned throughout the semester. These assignments are the sole responsibility of the student and will not be accepted late.

Assignments are due at the beginning of next class time unless otherwise stated. All assignments are expected to be typed, and include the student's name, and course section number. Outside work makes up a large portion of your grade and should not be ignored.

INCOMPLETE GRADES

As "I" incomplete grade will not be given for not doing well in the course, or dropping after scheduled deadline.

CELL PHONES/PAGERS

As a general rule, cell phones and pagers are inappropriate during class times. However, some students' unique circumstances require their use (e.g. emergencies, health, absolute business necessity). If you absolutely require their use, please use the following criteria.

1. If they are not required, please turn them off.
2. If possible, use the vibrating mode or turn the ring volume to its lowest setting.
3. If receiving a call, leave the room quietly. Do not conduct your conversation in class. Please make the call brief.
4. Due to testing standards, you may not leave the room during a quiz or exam and cell phones and pages must be turned off.

Please be courteous of your classmates. Should this policy create routine distractions, this policy will be changed to ban their use during class.