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BMKT 114.01: Psychology of Selling

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**MISSOULA COLLEGE UM
BUSINESS TECHNOLOGY DEPARTMENT**

COURSE SYLLABUS

COURSE NUMBER AND TITLE: BMKT 114 01-SPR16 - Psychology of Selling

DATE REVISED: Spring 2016

5SEMESTER CREDITS: 3

PREREQUISITES: None

FACULTY: Scott Johnson

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COURSE DESCRIPTION:

Development of selling techniques which are used by some of the world's best companies and an 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.

STUDENT PERFORMANCE OUTCOMES:

The student 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 techniques used in the counselor/relationship 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
 - c. Social Media in Sales
- 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
- V. 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, a student will receive reduced 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 given. It remains the student’s responsibility to obtain information missed if absent.

MAKE-UP QUIZZES/TESTS:

Make-up quizzes/tests 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 or test is administered.
2. The student contacts me **PRIOR** to the quiz/test 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 your 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
60 - 69%	D
< 60%	F

MISSED NOTES/ASSIGNMENTS:

It 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 on group interaction, and make-up is not practical. Missed notes must be obtained through an in class student as I cannot provide students with missed notes or overhead transparencies. Missed handouts may be obtained from me.

OUTSIDE CLASS WORK:

Assignments, case studies, and 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 the next class time unless otherwise stated. All assignments are expected to be typed, and include the students name, mailbox, and course section number. (Email address would be helpful as well.) Outside work makes up a large portion of your grade and should not be ignored.

INCOMPLETE GRADES:

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

ACADEMIC INTEGRITY: All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code. The [Student Conduct Code is available online](http://life.umt.edu/vpsa/student_conduct.php) for review at http://life.umt.edu/vpsa/student_conduct.php.

DISABILITY ACCOMMODATION: Eligible students with disabilities will receive appropriate accommodations in this course when requested in a timely way. Please contact me after class or in my office. Please be prepared to provide a letter from your DSS Coordinator. For more information, visit the [Disability Services for Students website](http://www.umt.edu/dss/) at <http://www.umt.edu/dss/> or call 406.243.2243 (Voice/Text).

CELL PHONES/PAGERS:

As a general rule, cell phones and pagers are inappropriate during class time. However, some students' unique circumstances require their use (e.g. emergencies, health, and 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 it is necessary to leave your phone on, please use the vibrating mode.
3. If you need to take a call, leave the room quietly. Do not conduct your conversation in class. Please make the call brief. Be courteous of others.
4. **There will be no use of cell phones or electronic tablets during the midterm or final exam.** Due to testing standards, you may not leave the room during a quiz or exam and cell phones and pagers must be turned off, and placed on your desk in front of you.
5. Number 4 applies to class presentations as well.

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

QUESTIONS OR CONCERNS:

I encourage you to contact me with any concerns or questions. It is possible that another source may not have accurate or complete information pertaining to a question you may have. You may call me or e-mail me with your questions. I will answer them as soon as possible. You may also make an appointment with me should this be necessary. I will do everything possible to make this course a positive learning experience.