



CLASS NUMBER AND NAME: **TRN146B-SALES FOR THE WINE AND TOURISM INDUSTRY II**

TOTAL HOURS/ UNITS: 24 HOURS/1.0 UNIT

PREREQUISITES: Concurrent enrollment in TRN146A – Sales for the Wine and Tourism Industry I

TEXTS AND MATERIALS: *Hospitality Sales and Marketing, American Hotel and Lodging Association, Fifth Edition (ISBN 9780866124447-67)*

CLASS DESCRIPTION: This is a continuation of TR146A-Sales for the Wine and Tourism Industry I. During this section the students will also learn to qualify a client, offer recommendation, overcome objections, and close the sale.

CLASS OBJECTIVES: By using role-play in class, students will be able to practice different sales techniques in order to become comfortable and confident.

CLASS FORMAT OVERVIEW: This class is a combination of lecture and student participation.

REQUIREMENTS: Time spent in preparation for or reflection on course lecture will approximate two hours outside of class for each lecture credit hour utilized by the instructor in delivery of the material and ¼ hour outside of class for each hour of structured lab time.

METHOD OF INSTRUCTION: Each topic will be discussed thoroughly and will be supplemented with written materials. Class work, homework and site inspections will give the student experiential opportunities.

ATTENDANCE: It is expected that each student will be in class when class begins. Should the student arrive more than five minutes late they should notify the instructor of their presence, it will be up to the instructor to decide if the student has arrived in time to be counted as present- the instructor's decision is final.

80% attendance is mandatory
90% or above is mandatory for those who are in a full program and qualify for the internship

It will be the student's responsibility to learn of any assignments given in class when absent.

TESTING:

A final exam will be given during the sixth week of the module. All assignments and exercises must be satisfactorily completed with an overall passing grade of 60% or better in order to pass the class.

Students who pass the Final Exam with a 70% or higher will earn a certificate from the American Hotel and Lodging Association – Educational Institute. Exam retakes are allowed following the policies set forth by the American Hotel and Lodging Association – Educational Institute. The policy for exam retakes are:

- ❑ Students who score less than 70% on the Final Exam may retake the exam once at no additional charge. Further retakes are available at a charge of \$35.00 payable to the American Hotel and Lodging Association
- ❑ Students must schedule a retake date with the instructor within two weeks of receiving the review for the retake.
- ❑ Students must retake the exam on the scheduled date and time.

LATE TESTING:

A late test will result in a 10% penalty (tests start with a B). All retakes and tests must be rescheduled with the instructor in a timely manner.

GRADING POLICIES:

Complete all assignments with at least 60% accuracy.

The students will participate in a minimum of 90% of in-class group assignments.

The final grade is computed on:

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|---------------------------------|-----|
| 1. Exam | 30% |
| 2. Assignments | 50% |
| 3. Attendance and participation | 20% |

90-100%	A
80-89%	B
70-79%	C
60-69%	D
0-59%	F

ANTICIPATED LEARNING
OUTCOMES:

Upon completing this course, the student will be able to:

1. Demonstrate an understanding of different sales techniques: personal sales and telephone sales.
2. Use personal sales to prospect for clients, qualify the prospect, prepare a presentation sales call, make recommendations, overcome objections, close the sale and follow-up.
3. Demonstrate an understanding of time management and key account management.
4. Demonstrate an understanding of telephone etiquette, communication skills and listening skills.
5. Demonstrate an understanding of how telephone sales, differ from personal sales.

Tourism, Hospitality and Wine
Sales for the Wine and Tourism Industry II class schedule

Week	Reading Chapters	Internet	Class discussions	Homework
One	1, 2, 3	Page 21, 49, 88	Marketing & Sales The Marketing Plan Managing the Sales Office	HTI Review Questions Chapter Reviews: 1, 2, 3 Case Studies (See page 30) (See page 66) Reading
Two	4, 5, 6	Page 169, 196, 198, 242	Personal Sales Telephone Sales Internal Marketing & Sales	HTI Chapter Reviews: 4, 5, 6 Case Studies (See page 212) Reading
Three	7, 8, 9	258, 305, 310, 332, 366	Advertising, Public Relations and Publicity Marketing to Business Travelers & Leisure Travelers	HTI Chapter Reviews: 7, 8, 9 Case Studies (See page 322) (See page 371) Reading
Four	10, 11, 12	Page 388, 390, 394, 423, 433, 438, 454, 457, 465, 474 www.hcareers.com	Marketing to Travel Agents, Meeting Planners & Special Segments	HTI Chapter Reviews: 10, 11, 12 Case Studies (See page 444) Reading
Five	13	Page 499, 507	Marketing Restaurants, Lounges, Catered Events & Meeting Rooms	HTI Chapter Reviews: 13 Case Studies (See page 583)
Six	14	Page 544, 562,	Marketing Restaurants, Lounges, Catered Events & Meeting Rooms	HTI Chapter Reviews: 14 Case Studies (See page 583)

Please note, this is just a suggested class schedule. Guest speakers and/or site inspections will be scheduled based on availability and class schedule will be adjusted accordingly.