



CLASS NUMBER AND NAME:	TRN146C –SALESMANSHIP
TOTAL HOURS/ UNITS:	24 HOURS/2 UNITS
PREREQUISITES:	None
TEXTS AND MATERIALS:	<i>Selling Today: Partnering to Create Value</i> ; Gerald L. Manning , Michael J. Ahearne, and Barry L. Reece, 1th Ed., Pearson Prentice Hall,2018, Isbn: 9780134611051  Online Pearson MyMarketingLab thru Moodle at Empire
CLASS DESCRIPTION:	In today’s highly competitive business market, it is essential to have an understanding of marketing and sales. The students will go beyond theory to focus on a practical approach for effectively selling products and services in all markets. The students will take a customer- oriented approach to solving problems and creating solutions in the context of sales.
CLASS OBJECTIVES:	Selling is a fundamental part of not only business but also everyday life. You are called upon to sell all the time – whether it is an idea, product, service, or point of view. This course is designed to teach you about selling and how to sell effectively.
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.
ATTENDANCE:	It is expected that each student will be in class <u>when class begins</u> . Should the student arrive more than <u>five minutes late</u> 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.  <b><u>80% attendance is mandatory</u></b> <b><u>90% or above is mandatory for those who are in a full program and qualify for the internship</u></b>  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. The exam covers the last 10 chapters of the textbook including any materials presented in class.

LATE TESTING:

A late test will result in a 10% penalty (tests start with a B).

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 & Marketing Plan        | 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. Explain careers, opportunities, and benefits of personal selling
2. Summarize the effect of selling in a marketing economy.
3. Apply theories of buyer motivation in demonstration exercises
4. Create a sample prospecting plan
5. Summarize how to adapt a sales presentation
6. Explain and demonstrate one's product and/or service.
7. Describe the various communication styles.
8. Apply time management techniques to the art of selling.
9. Write steps and goals of a sales presentation
10. Describe the integration of technology into personal selling.
11. Demonstrate when and how to use expansion selling.

12. Develop, use, and demonstrate closing techniques include the trial close.

# Salesmanship

Week	Reading Chapters	Internet	Class discussions	Home work
One	Chapters 1 , 2, 4	Empire Moodle platform for Pearson, MyMarketingLab – instructions in class-	Selling in the information economy, selling models that complement the marketing concept, creating values through relationships	Prepare answer to the Case Problem for class discussion. Bring one copy to turn in; possible role play in class.  Do this for each week as noted, so case problem for chapter 1 on Tues., Chapter 2 on Wed., Chapter 4 on Thursday.
Two	Chapter 5, 6, 7,		Communication styles and adaptive selling, creating product solutions and adding value.	Chapter 5 case and role play. Case from chapter 6, Role play chapter 7
Three	Chapter 8 & 9		Buyer behavior and the buying process, developing prospects,	Case studies for Chapter 8 and 9
Four	Chapter 10, 11, 12		Adaptive selling, consultative questioning, creating value with a consultative presentation.	Chapter 10 role play on Thursday. Chapter 10, Case on Tuesday Chapter 11, role play on Wednesday Chapter 12, Case due Thursday.
Five	Chapter 13 & 14		Negotiating buyer concerns, adapting the close.	Prepare role-play exercise from Chapter 13. Do Case questions from Chapter 14
Six			In class videos and presentation	Prepare and present sales demonstration  Final Exam

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. Chapters, case assignment, and exam may be adjusted.