

MIDSTATE COLLEGE
411 W. NORTHMOOR RD. PEORIA, IL 61614
(309) 692-4092 (800) 251-4299
Summer 2016

Course: BUS 405 Professional Selling
Credit: 4 Quarter Hours

Method of Delivery: EC

Course Description:

Students will have the opportunity to examine sales communication methods, which include effective listening, critical thinking, sales presentation, communicating value, responding to concerns and creating action. Theory and practice of personal/professional selling, focusing on relationship marketing and the selling process, are discussed in depth. Students will develop adaptive selling skills including: prospecting, partnering with customers, using technology, making effective presentations and obtaining commitment.

Prerequisite(s): ENG117 and MKT305

Text(s) & Manual(s): Selling: Building Partnerships; 9th edition

Author(s): Castleberry & Tanner, Jr.

Publisher: McGraw-Hill, 2014: ISBN 978-0-07-786100-1

Materials Needed for this Course:

Additional Supplies: none

Hardware/Software and Equipment: Access to a computer, internet and meet the minimum eLearning system requirements for Midstate College as stated in the Student Handbook.

Additional Reading: *Spin Selling* by Neil Rackham: McGraw-Hill 1988, ISBN 0-07-051113-6

Topics:

1. Selling and Salespeople
2. Ethical and Legal Issues in Selling
3. Buying Behavior and Buying Process
4. Using Communication Principles to Build Relationships
5. Adaptive Selling for Relationship Building
6. Prospecting, Sales Calls, Presentations and Handling Objections
7. Obtaining Commitment and Formal Negotiation
8. Building Long-term Partnerships

Learning Objectives: Upon completion of the course, the student will be able to:

1. Assess the steps in the selling process and discuss the types of salespeople and distribution channels.
2. Discuss the ethical and legal responsibilities of salespeople and the development of personal standards of right and wrong.
3. Interpret and discuss consumer buying behavior and the complexity of the organizations buying process.
4. Understand and use effective communication principles to build relationships
5. Study and critique techniques for prospecting, conducting sales calls and delivering effective presentations.
6. Analyze the process of responding to objections and obtaining commitment.
7. Plan and conduct formal negotiation strategies
8. Assess building long-term sales partnerships

Midstate Grading Scale:

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

Midstate Plagiarism Policy:

Plagiarism is using another person's words, either by paraphrase or direct quotation, without giving credit to the author(s). Plagiarism can also consist of cutting and pasting material from electronic sources by submitting all or a portion of work for assignment credit. This includes papers, computer programs, music, sculptures, paintings, photographs, etc. authored by another person without explicitly citing the original source(s). These actions violate the trust and honesty expected in academic work. Plagiarism is strictly against the academic policy of Midstate College. Its seriousness requires a measured, forceful response which includes consequences for inappropriate and/or no citation.

In courses containing writing assignments, the College promotes the use of an electronic resource which compares the student's writing against previously submitted papers, journals, periodicals, books, and web pages. Students and instructors can use this service to reduce the incidence of plagiarism. This electronic resource has been found to conform to legal requirements for fair use and student confidentiality. It is able to provide a report to the student indicating the parts of the assignment that match.

Student Success:

The Office of Student Success is available to students seeking tutoring for individual classes or who need assistance with writing assignments. Information is also available on test taking techniques, how to take notes, developing good study skills, etc. Contact Student Success in Room 217 (in person); (309) 692-4092, extension 2170 (phone); studentsuccess@midstate.edu (email).

Instructor:

Brian Young

Telephone: 309-692-4092

Fax: (309) 692-3893

Midstate e-mail bjyoung@midstate.edu

Office hours: Instructor will be available in the classroom 15 minutes prior to and after each scheduled class session or may be contacted at the above email and phone numbers.

Policies and Procedures: Class begins promptly at the designated time. Regular attendance is required. Notice of an intended absence must be given prior to class. Every two (2) unadvised absences will result in one lower final course grade. Projects, quizzes, exams and other assignments must be completed in class or submitted on the day assigned. Late assignments or exams will be lowered in grade. Make-ups and extensions must be approved by the instructor prior to the due date. All assigned business documents must be typed or word-processed. The student must retain copies of all assignments submitted until a final course grade has been earned. Lost documents without a back-up copy must be done over or will earn no grade. No cell phone or other electronic device use permitted in class unless authorized by instructor.

Participation Requirements: All assignments, projects, reports and presentations must be completed and submitted on time or re-done and earn passing grades. Students must be present for all collaboration exercises, quizzes, exams and oral presentations and earn passing grades.

Description of Flex Learning: Flex courses are taught both on-campus and through eLearning. Flex courses offer personalized learning where students can choose each week whether they want to attend on-campus, via eLearning, or both.

Attendance for Flex Learning:

On-campus = If a student attends an on-campus course, he or she will be counted as present.

eLearning = To be considered in attendance for an eLearning course, the student must participate each week by submitting substantial, gradable work.

Examination Information: Quizzes and exams will feature multiple choice questions.

Methods of Evaluating Student Performance:

1. Students will be expected to participate in class discussion, group studies and projects and will earn grades based on quality and frequency of contributions.
2. All submitted papers, reports, etc., will be graded on content (scope, clarity, language, organization and understanding) and form (grammar, spelling, punctuation and structure)
3. Students will collaborate on a formal team project, resulting in both written and oral reports.
4. Pre and Post assessment tests will be given from material in the text to determine comprehension of core course concepts.

Instructor's Grading Scale: Final grades will be based on the following elements completed correctly and on time:

Participation	25%
Assignments, Research	25%
Midterm	25%
Final	25%

Week-by-Week**Week one:**

Topics: Introduction to the course. Introduction of instructor.

Objectives: Introduction to course content, syllabus, students and instructor.

Assignments: Read the course syllabus. Review the text. Students will share short autobiographies. Read and review chapter 1. Complete the end of chapter discussion question for chapter 1. Complete chapter 1 Quiz.

Weekly Summary & Discussion: Students will post a short autobiography in the Discussion Forum – follow the guidelines given in the instructions. Review other students' autobiographies.

Week two:

Topics: Selling and Salespeople

Objectives: [Objective 1]

Assignments: Read and review chapter 2. Complete the end of chapter discussion questions for chapter 2. Complete chapter 2 Quiz.

Weekly Summary & Discussion: Complete your Weekly Summary and post to the Discussion Forum. Respond to another student's post in the Discussion Forum.

Week three:

Topics: Ethical and Legal Issues in Selling

Objectives: [Objective 2]

Assignments: Read and review chapter 3. Complete the end of chapter discussions question for chapter 3. Complete chapter 3 Quiz.

Weekly Summary & Discussion: Complete your Weekly Summary and post to the Discussion Forum. Respond to another student's post in the Discussion Forum.

Week four:

Topics: Buying Behavior and the Buying Process

Objectives: [Objective 3]

Assignments: Read and review chapter 4. Complete the end of chapter discussion questions for chapter 4. Complete chapter 4 Quiz.

Weekly Summary & Discussion: Complete your Weekly Summary and post to the Discussion Forum. Respond to another student's post in the Discussion Forum.

Week five:

Topics: Using Communication Principles to Build Relationships

Objectives: [Objective 4]

Assignments: Read and review chapter 5. Complete the end of chapter discussion questions for chapter 5. Complete chapter 5 Quiz.

Weekly Summary & Discussion: Complete your Weekly Summary and post to the Discussion Forum. Respond to another student's post in the Discussion Forum.

Week six:

Topics: Adaptive Selling for Relationship Building

Objectives: [Objectives 4 and 5]

Assignments: Read and review chapter 6. Complete the end of chapter discussion questions for chapter 6. Complete chapter 6 Quiz.

Weekly Summary & Discussion: Complete your Weekly Summary and post to the Discussion Forum. Respond to another student's post in the Discussion Forum.

Week seven:

Topics: Prospecting

Objectives: [Objective 5]

Assignments: Read and review chapters 7 & 8. Complete the end of chapter discussion questions for chapters 7 & 8. Complete chapters 7 & 8 Quiz.

Weekly Summary & Discussion: Complete your Weekly Summary and post to the Discussion Forum. Respond to another student's post in the Discussion Forum.

Week eight:

Topics: Planning and Making the Sales Call

Objectives: [Objective 5]

Assignments: Read and review chapters 9 & 10. Complete the end of chapter discussion questions for chapters 9 & 10. Complete chapters 9 & 10 Quiz.

Weekly Summary & Discussion: Complete your Weekly Summary and post to the Discussion Forum. Respond to another student's post in the Discussion Forum.

Week nine:

Topics: Presenting and Responding to Objections

Objectives: [Objective 6]

Assignments: Read and review chapters 9 & 10. Complete the end of chapter discussion questions for chapters 9 & 10. Complete chapters 9 & 10 Quiz.

Weekly Summary & Discussion: Complete your Weekly Summary and post to the Discussion Forum. Respond to another student's post in the Discussion Forum.

Week ten:

Topics: Obtaining Commitment

Objectives: [Objective 6]

Assignments: Read and review chapter 11. Complete the end of chapter discussion questions for chapter 11. Complete chapter 11 Quiz.

Weekly Summary & Discussion: Complete your Weekly Summary and post to the Discussion Forum. Respond to another student's post in the Discussion Forum.

Week eleven:

Topics: Formal Negotiating

Objectives: [Objective 7]

Assignments: Read and review chapter 12. Complete the end of chapter discussion questions for chapters 12. Complete chapter 12 Quiz. Complete Book Review Project.

Weekly Summary & Discussion: Complete your Weekly Summary and post to the Discussion Forum. Respond to another student's post in the Discussion Forum.

Week twelve:

Topics: Building Long-Term Partnering Relationships

Objectives: [Objective 8]

Assignments: Read and review chapters 13 & 14. Complete the end of chapter discussion questions for chapters 13 & 14. Complete chapters 13 & 14 Quiz.
Complete your final comprehensive examination.
Complete the on-line post-course evaluation survey.