



Course Number and Title: MKT 219 Sales and Sales Management

Campus Location:

Georgetown, Dover, Wilmington

Effective Date:

2020-51

Prerequisite:

BUS 101 or ENT 101

Co-Requisites:

None

Course Credits and Hours:

3.00 credits

3.00 lecture hours/week

0.00 lab hours/week

Course Description:

This course applies the principles of sales, including prospecting, identifying customer wants, needs, and buying motives. This course also examines creating effective sales presentations, handling buyer resistance, closing the sale, providing after sales support, and managing a sales force.

Required Text(s):

Obtain current textbook information by viewing the [campus bookstore - https://www.dtcc.edu/bookstores](https://www.dtcc.edu/bookstores) online or visit a campus bookstore. Check your course schedule for the course number and section.

Additional Materials:

None

Schedule Type:

Classroom Course

Hybrid Course

Disclaimer:

None

Core Course Performance Objectives (CCPOs):

1. Describe the contribution direct selling makes to individual organizations as well as to the United States' and global economy, including the many career opportunities in sales and sales management. (CCC 1, 2, 5; PGC 2, 6, 7; MKT 1, 2, 3, 7)
2. Explain the importance of building strong, long-term customer relationships and how a company's ability to satisfy customer needs can produce positive, sustained results. (CCC 1, 2, 4, 5; PGC 1, 2; MKT 1, 2, 3, 7)
3. Describe basic product selling strategies and how they are developed given customer requirements and behavior. (CCC 1, 2, 3, 4, 5, 6; PGC 1, 2, 5, 6, 7; MKT 1, 2, 3, 7)
4. Discuss the importance of customer prospect lists, and describe ways in which they are developed and maintained. (CCC 1, 2, 4, 5; PGC 2, 5, 6, 7; MKT 1, 2, 3, 7)
5. Develop various sales presentation approaches. (CCC 1, 2, 5; PGC 2, 4, 6, 7; MKT 1, 2, 3, 7)
6. Discuss various negotiation strategies focused on "win-win" outcomes. (CCC 1, 2, 3, 4, 5, 6; PGC 1, 2, 5, 6, 7; MKT 1, 2, 3, 7)
7. Discuss the importance of sales ethics and the effect on the relationship between a company and its customers. (CCC 1, 2, 4; PGC 1, 3; MKT 1, 2, 3, 7)
8. Explore the role of sales management to plan, organize, lead, and control the selling process considering human and other resources. (CCC 1, 2, 4, 5, 6; PGC 1, 2, 4, 6, 7; MKT 1, 2, 3, 7)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

Measurable Performance Objectives (MPOs):

Upon completion of this course, the student will:

1. Describe the contribution direct selling makes to individual organizations as well as to the United States and global economy, including the many career opportunities in sales and sales management.
 1. Describe the contributions of personal selling to the global economy.
 2. Define *personal selling*, and discuss personal selling as an extension of the marketing mix.
 3. Define *consultative selling*.
 4. Describe how personal selling contributes to and must include work performed by other departments.
 5. Discuss the rewarding aspects of personal selling careers.
 6. Describe characteristics of the personal selling work environment.
 7. Describe the personal benefits derived from developing the skill of selling.
2. Explain the importance of building strong, long-term customer relationships and how a company's ability to satisfy customer needs can produce positive, sustained results.
 1. Explain the importance of developing a win-win relationship strategy.
 2. Explain key groups with whom the salesperson needs to develop relationship strategies.
 3. Discuss the importance of self-image on long-term selling relationships.
 4. Describe major factors that shape a salesperson's image.
 5. Describe conversational strategies.
 6. Describe self-management and time management strategies.
 7. Explain factors that contribute to improved territory management.
 8. Describe a records management system.
3. Describe basic product selling strategies and how they are developed given customer requirements and behavior.
 1. Discuss reasons why product knowledge is beneficial to salespeople and to the customer.
 2. Explain the importance of developing a product strategy including a consideration of the competition and product differentiation.
 3. Describe a value-added positioning strategy.
 4. Describe how product features translate into buyer benefits.
 5. Discuss aspects and influences of customer's behavior and motives.
 6. Discuss three commonly accepted buying decision theories.
 7. Explain the benefits of understanding communication styles.
 8. Describe the four major communication styles in the communication style model.
 9. Explain how to identify the preferred communication style of your customer and why style flexing is so important.
4. Discuss the importance of customer prospect lists, and describe ways in which they are developed and maintained.
 1. Discuss the importance of a prospect base.
 2. Discuss various sources of prospects and criteria for qualifying prospects.
 3. Describe the steps in developing a prospecting and sales forecasting plan.
5. Develop various sales presentation approaches.
 1. Describe the role of objectives in developing the presale presentation plan.
 2. Discuss the basic steps of the pre-approach.
 3. Differentiate between a "canned" and a "planned" presentation strategy.
 4. Discuss individual, team, and group presentation strategies.
 5. Explain the purpose of informative, persuasive, and reminder presentations.
 6. Discuss the use of questions and effective listening to determine the prospect's needs.
 7. Describe three types of need-satisfaction presentation strategies.
 8. Discuss various advantages of a (properly planned) sales demonstration.
 9. Discuss how selling tools that can strengthen your sales presentation.
6. Discuss various negotiation strategies focused on "win-win" outcomes.
 1. Describe the five common types of buyer resistance.
 2. Explain general strategies and specific methods for negotiating buyer resistance.
 3. Explain how to recognize closing clues.
 4. Discuss various methods of closing the sale.
 5. Discuss the importance of servicing the sale.
 6. Discuss various customer service activities.
 7. Explain how customer service can stimulate repeat business and referrals.
 8. Explain how to deal with objections effectively.
7. Discuss the importance of sales ethics and its effect on the relationship between a company and its customers.
 1. Discuss the importance of high ethical standards in the field of personal selling.
 2. Describe the factors that influence the ethical conduct of a sales force.
 3. Compare legal versus ethical standards.
 4. Explain how role models influence the ethical conduct of sales personnel.
 5. Discuss the influence of company policies and practices on the ethical conduct of salespeople.
8. Explore the role of sales management to plan, organize, lead, and control the selling process considering human and other resources.
 1. Describe how leadership skills can be applied to sales management.
 2. Discuss how salespeople are recruited and selected.
 3. Explain the importance of new sales force member orientation and training.
 4. Develop an understanding of selected compensation plans.
 5. Discuss various input and output measures used to evaluate sales force performance.

Evaluation Criteria/Policies:

Students must demonstrate proficiency on all CCPOs at a minimal 75 percent level to successfully complete the course. The grade will be determined using the Delaware Tech grading system:

92	-	100	=	A
83	-	91	=	B
75	-	82	=	C
0	-	74	=	F

Students should refer to the [Student Handbook - https://www.dtcc.edu/handbook](https://www.dtcc.edu/handbook) for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

Final Course Grade:

Calculated using the following weighted average

Evaluation Measure	Percentage of final grade
4-6 Exams (summative) (equally weighted)	50%
Sales Presentation (summative)	25%
Formative Assessments (Activities/Discussion Boards/Article Summaries/homework exercises)	25%
TOTAL	100%

Core Curriculum Competencies (CCCs are the competencies every graduate will develop):

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):

1. Integrate professional, ethical, and legal standards into business practice.
2. Employ the various theories of management and marketing in a business.
3. Develop integrated sales presentations.
4. Utilize graphic design elements to develop professional hard-copy and electronic marketing/advertising materials.
5. Apply e-Marketing techniques to create a competitive presence.
6. Analyze the marketing strategic planning process of an organization.
7. Evaluate the actions taken to acquire and retain customers.

Disabilities Support Statement:

The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the [disabilities services - https://www.dtcc.edu/disabilitysupport](https://www.dtcc.edu/disabilitysupport) web page or visit the campus Advising Center.