

COURSE INFORMATION



BU245 Principles of Selling

2021 - FALL - LATE FALL

Instructor Details

Instructor: Sami Talsma

Days/Time: ONL 00:00:00-00:00:00

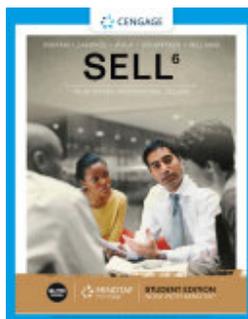
Credit Hour(s): 3.00

Instructor Email: sami.talsma@colbycc.edu

Phone Number: 7854605526

Office Hours: Email to set up appointment

Required Text



SELL

ISBN: 9781337671873

Author: Thomas N. Ingram, Raymond (Buddy) W. LaForge, Ramon A. Avila, Charles H. Schwepker, Michael R. Williams

Edition: 6

Publisher: Cengage Learning

Colby Community College Mission

Challenge students to adapt to a diverse society. **Create** opportunities for student growth. **Connect** student learning with professional experiences.

Course Description

Do you want to learn some selling tactics? Principles of Selling focuses on personal selling, from prospecting to sales dialogue, handling objections, making the presentation, closing the deal, and follow-up. You will prepare and present a sales presentation and will learn how to build quality, mutual relationships to accomplish sales goals.

COURSE OUTCOMES AND COMPETENCIES

- Objective 1: Outline personal selling as a major function within the marketing and promotional mix of a firm.

Upon completion of Objective 1, students will:

- Discuss ethical and legal issues in selling.
- Analyze buying behavior
- Analyze prospecting, planning the sales call, making the sales call, presentation skills, and how to respond to objectives.
- Understand how to build long-term partnerships

- Objective 2: Improve communication ability.

Upon completion of Objective 2, students will:

- Describe and distinguish active listening.
- Identify and define verbal and nonverbal communication.

- Objective 3: Become familiar with the principles of selling.

Upon completion of Objective 3, students will:

- Discuss selling practices.
- Define personal selling.

- Objective 4: Prepare and present a sales presentation by visually, verbally, and nonverbally communicating information using the selling skills discussed in class and text.

Upon completion of Objective 4, students will:

- Discuss how to determine one's competition
- Explain and demonstrate one's product and/or services
- Explain the various communication styles
- Discuss the importance of a positive self-image
- Apply time management techniques to the art of selling
- Evaluate and apply ethical practices in selling
- Write steps and goals of the sales presentation
- Describe the integration of technology into personally selling
- Develop complete pre-approach information
- Design an approach
- Determine wants/needs of the customer
- Select and prepare selling tools for demonstration
- Anticipate and handle sales resistance
- Develop and use closing techniques

COURSE POLICIES

Assignments and Tests

When you first view your class, look over class requirements, assignments, and other class content to ensure that you wish to remain in the class. If you decide to drop the class, do NOT post in Canvas at all, as that counts as attendance per College policy, and you will be charged a portion of tuition for dropping after attending/posting.

The student is expected to have assignments done when the instructor determines they are due. The instructor determines acceptance of late assignments. There are no written examinations in this class. Submitting timely work and participating determine the final grade.

METHOD OF EVALUATION

Your grade will be based on the following:

Items	Points / Percentage
Assignments	50%
Exams and Final Presentation	50%

Grade Scale

Your grade will be based on the following:

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

COLBY COMMUNITY COLLEGE POLICIES

Attendance

Colby Community College views class attendance as a mandatory activity. However, if students must be absent, the students should make arrangements in advance with the instructors. Students absent as official college representatives (athletics, activities, or scholarship fulfillment) are not counted absent but **MUST** make advance arrangements with instructors to complete all course work. Punitive grades cannot and will not be assigned if the absence is excused by the college. It is always the student's responsibility to notify instructors of any absence due to illness or any other reason.

Communication

Course communication will occur through Canvas Announcements, Canvas Inbox, and CCC student email accounts. Response to emails will occur within 24 hours during the week and 48 hours on the weekend.

Netiquette

This is a professional educational environment, and your emails should reflect that. Consequently, you should remember to type your first and last name at the close of every email so I know who I am replying to.

When posting on the Discussion Board in your online class, you should:

- Make posts that are on topic and within the scope of the course material
- Take your posts seriously and review and edit your posts before sending
- Be as brief as possible while still making a thorough comment
- Always give proper credit when referencing or quoting another source
- Be sure to read all messages in a thread before replying
- Don't repeat someone else's post without adding something of your own to it
- Avoid short, generic replies such as, "I agree." You should include why you agree or add to the previous point
- Always be respectful of others' opinions even when they differ from your own
- When you disagree with someone, you should express your differing opinion in a respectful non-critical way
- Do not make personal or insulting remarks
- Be open-minded

Tech Support Information

- Canvas Support Hotline: 855-691-5024

You can access Canvas Support Information by selecting the help button on the left-hand menu.

- Colby Community College Support: support@colbycc.edu

Finals

In accordance with Colby Community College policy, students are required to be present for their final exam and/or complete any assessment during the time stated. **If you have a conflict with this time, you must obtain written permission two weeks prior from the Executive Vice President and the instructor to schedule a make-up exam.** Please note that vacations, previously purchased tickets or reservations, graduations, social events, misreading the final exam schedule, and oversleeping are not viable reasons for rescheduling a final.

Syllabus Information Disclaimer

I reserve the right to change any information contained in this document, when necessary, with adequate notice given to the student. Notice shall be given in the classroom during class. No other notice is required. It is the students' responsibility to stay current with any changes, modifications, adjustments or amendments that are made to this document. Students should adhere to the attendance, cell phone, assignment, test and grading policies in the course syllabus.

Academic Integrity

Colby Community College defines academic integrity as learning that leads to the development of knowledge and/or skills without any form of cheating or plagiarism. This learning requires respect for Colby's institutional values of quality, service and integrity. All Colby Community College students, faculty, staff, and administrators are responsible for upholding academic integrity.

Cheating is giving, receiving, or using unauthorized help on individual and group academic exercises such as papers, quizzes, tests, and presentations through any delivery system in any learning environment. This includes impersonating another student, sharing content without authorization, fabricating data, and altering academic documents, including records, with or without the use of personal and college electronic devices.

Plagiarism is representing or turning in someone else's work without proper citation of the source. This includes unacknowledged paraphrase, quotation, or complete use of someone else's work in any form. It also includes citing work that is not used and taking credit for a group project without contributing to it.

The following procedure will be used for students who violate the policy for the Academic Integrity Policy begins with the notification of the first infraction and continues throughout the student's tenure at Colby Community College:

- **First Offense** — Student will receive a zero for the assignment and the student will be reported to the Executive Vice President.
- **Second Offense** — The student will receive a failing grade in the class and be reported to the Executive Vice President and removed from the class in which the offense occurred.

- **Third Offense** — The student will be reported to the Executive Vice President and dismissed from the college.

Any questions about this policy may be referred to the Executive Vice President.

Assessment

Colby Community College assesses student learning at several levels: general education, program, and course. The goal of these assessment activities is to improve student learning. As a student in this course, you will participate in various assessment activities. An example of your work, a paper, some test questions, a presentation, or other work may be selected for assessment. This process will not affect your grade, will not require you do additional work and your evaluation will be confidentially handled. Results of these activities will be used to improve teaching and learning at Colby Community College.

Tutoring

Free tutoring is available to all students at Colby Community College. The Comprehensive Learning Center (CLC), located in the Library, provides support services for all learners, on-campus and online. To schedule an appointment, visit <https://hfdavismemoriallibrary.setmore.com/>, email tutor@colbycc.edu or call 785-460-5480.

Tutoring is available in Student Support Services to eligible SSS participants. Please contact Student Support Services for qualifying program criteria at 785-460-5510, or by stopping by Student Support Services, located in the Student Union.

Online tutoring from ThinkingStorm is available to Colby Community College students 24/7 through their Canvas accounts. Every student can access up to 10 free hours of online tutoring each semester. For assistance with online tutoring, students may contact ThinkingStorm Support at care@thinkingstorm.com or by phone at 1-877-889-5996.

Copyright Disclaimer

Some of the videos, images, links, and written content in this class may include material found using commonly available search engines and attributable authorship not readily apparent. The works on this course have been created for non-profit, educational use. We reasonably believe the contents are within the fair use protection of existing copyright laws. If any copyright owner objects to the use of any work appearing in this site, please contact the instructor and we will remove the work and review the propriety of its continued use.

Accommodations for Students w/ Disabilities

According to the Americans Disabilities Act, it is the responsibility of each student with a disability to notify the college of his/her disability and to request accommodation. If a member of the class has a documented learning disability or a physical disability and is requesting special accommodations, he/she should contact disability services at disability@colbycc.edu.

Notice of Non-Discrimination

Colby Community College provides equality of opportunity to its applicants for admission, enrolled students, graduates, and employees. The College does not discriminate with respect to hiring, continuation of employment, promotion, tenure, other employment practices, application for admission or career services and placement on the basis of race, color, gender, age, disability, national origin or ancestry, sexual orientation or religion. For inquiries regarding the nondiscrimination policies, contact the Vice President of Student Affairs, Title IX and ADA Coordinator, Colby Community College, 1255 S. Range Ave., Colby, KS 67701 (785) 460-5490).

Accreditation

Higher Learning Commission
230 S. LaSalle St., Suite 7-500
Chicago, IL 60604-1411
(800) 621-7440
FAX (312) 263-4162
<https://www.hlcommission.org/>

CLASS SCHEDULE

Due Date	Assignment	Type	Points
12/22	Exam: Chapters 1-6	Quiz	25
12/30	Final Presentation	Assignment	100
12/13	Week 1: Selling Self-Reflection	Assignment	20
12/15	Discussion: Sales Associates	Discussion	20
12/15	Chapter 2: Kelly Meyers' Dilemma	Assignment	20
12/27	Pre-Presentation Questions	Assignment	20

Due Date	Assignment	Type	Points
12/20	Chapters 4-5: Effective Listening & Sales Dialogue	Discussion	20
12/28	Final Exam	Quiz	20
12/24	Chapter 7: Office Furniture Company	Assignment	20
12/27	Chapter 9 Case	Assignment	20
	Class Discussion	Discussion	0