

**BERGEN COMMUNITY COLLEGE**

**BUSINESS ADMINISTRATION AND HOTEL/RESTAURANT MANAGEMENT  
DEPARTMENT**

**Course Outline**

<b>BUS 106: Effective Selling</b>	
<b>COURSE DESCRIPTION</b>	BUS 106 Effective Selling is a study the current theories and practices for salespersons of consumer and industrial goods and services. Topics covered include: evaluation of customer needs, importance of product data, buying motives, and the development of sales presentations. Personal qualifications of the salesperson and career opportunities are also examined.
<b>CREDITS/HOURS</b>	3credits; 3 hours
<b>TEXTBOOK</b> (required)	<p>Selling Today: Partnering to Create Value, 13<sup>th</sup> Ed., Manning, Ahearne and Reece, 2014, Pearson Higher Education, Prentice Hall: ISBN-10: 0133763501 • ISBN-13: 9780133763508</p> <p>Prentice Hall has an excellent website dedicated to the Text book <a href="http://wps.prenhall.com/bp_manning_selling_13/">http://wps.prenhall.com/bp_manning_selling_13/</a> where students can view concepts, objectives, and quizzes.</p>
<b>STUDENT LEARNING OUTCOMES</b>	<p>After successfully completing all course activities, the student will be able to :</p> <ol style="list-style-type: none"><li>1. Explain and apply the fundamental principles of personal selling;</li><li>2. Apply constructive problem solving techniques to the sales process;</li><li>3. Communicate effectively with customers in writing, orally, and using technology;</li><li>4. Prepare and deliver an effective sales presentation;</li><li>5. Explain the issues with and challenges in delivering quality customer service;</li><li>6. Describe and apply the elements of effective relationship marketing;</li><li>7. Describe the issues involved in managing a sales territory/team;</li><li>8. Prepare well-researched and well-written and effective oral reports.</li></ol>

<b>COURSE TOPICS</b>	<b>Lesson</b>	<b>Chapter</b>	<b>Topic</b>
	1	1	Relationship Selling Opportunities in the Information
	2	2	Evolution of Selling Models That Complement the Marketing
	3	3	Ethics: The Foundation for Partnering Relationships That Create
	4	4	Creating Value with a Relationship Strategy
	5	5	Communication Styles: A Key to Adaptive Selling Today
	6	6	Creating Product Solutions
	7	7	Product-Selling Strategies That Add Value
	8	8	The Buying Process and Buyer Behavior
	9	9	Developing and Qualifying Prospects and Accounts
	10	10	Approaching the Customer with Adaptive Selling
	11	11	Determining Customer Needs with a Consultative Questioning Strategy
	12	12	Creating Value with the Consultative Presentation
	13	13	Negotiating Buyer Concerns
	14	14	Adapting the Close and Confirming the Partnership
	15	15	Servicing the Sale and Building the Partnership

<b>Course Requirements</b>	<p>The student is expected to:</p> <ol style="list-style-type: none"> <li>1. read the assigned materials prior to the scheduled date;</li> <li>2. respond to assigned questions;</li> <li>3. complete quizzes by specified dates;</li> <li>4. complete assigned projects by the specified dates;</li> <li>5. participate in the class discussion or forum (bulletin board);</li> <li>6. stay current with news relevant to the course material;</li> <li>7. use related resources as directed by the instructor;</li> <li>8. stay in regular contact with the instructor via email, the discussion forum, or, if necessary, by phone.</li> </ol>
<b>Student Resources:</b>	<p>In addition to the resources mentioned above students should be encouraged to make full use of the Sidney Silverman Library (in person and online at <a href="http://www.bergen.edu/library/">http://www.bergen.edu/library/</a> ), the Tutoring Center (available in person room S-118 and online at <a href="http://www.bergen.edu/library/learning/tutor/">http://www.bergen.edu/library/learning/tutor/</a> ), the Writing Center (available in person room C-110 and online at <a href="http://www.bergen.edu/library/learning/write/">http://www.bergen.edu/library/learning/write/</a> ).</p>
<b>Students with Disabilities</b>	<p>Students who are registered with The Office of Specialized Services and have received Accommodation Forms are strongly encouraged to submit these forms within the first two-weeks of classes to ensure timely delivery of these accommodations.</p> <p>Students who have registered with the College's Office of Specialized Services holding completed and signed academic accommodations are to take examinations, in Moodle or in its paper form if the class meets on campus. Note: Faculty may need 24-48 hours to make alternate testing arrangements, so same day testing accommodations may not be possible to grant. The paper tests are administered by the BCC Testing Center ensuring the accommodations are met. Students should be aware that faculty may need 24-48 hours to make alternate testing arrangements, so same day testing accommodations may not be possible to grant.</p>
<b>Unit Exams</b>	<p>All exams are 50 multiple choice questions that are drawn from the textbook. Check cause calendar for dates.</p>
<b>Assignments</b>	<p>Many of the lessons have a corresponding written assignment. Typical assignments are case studies about a particular company or business person, or require you to visit a website and find information. All assignments must be word processed and uploaded by the due date specified in the calendar. <b>No assignment will be accepted after the due date.</b></p>

	<p>Much of the class will be oriented toward classroom discussion or the discussion forum (bulletin board) of the course topics. You are expected to participate in the discussions regularly. This means that you should have read the scheduled chapter(s) and any outside articles assigned by your instructor. You are expected to stay current with business news that relates in some way to course content through newspapers, the Internet, TV, or radio as there may be discussion of the news that relate to chapter and general business operations.</p>	
<b>Makeup Policy</b>	<p>A Comprehensive Final Exam will be give on the last day of class in testing center for all students that missed a Unit Exam.</p>	
<b>Means of Assessment</b>	<ol style="list-style-type: none"> <li>1. Case Analysis</li> <li>2. Projects (One project must be sales presentation).</li> <li>3. Exams</li> </ol>	
<b>Attendance Policy for this Course</b>	<p>None</p>	
<b>EXTRA CREDIT</b>	<p>Don't even think about asking! There is none. The course is designed so that there are a variety of ways in which you may demonstrate what you are learning. It is also designed so that work is evenly distributed over the semester.</p>	
<b>EVALUATION AND GRADING</b>	Unit Exams	65 points
	Sales Presentation	20 points
	Case Studies	15 points
	<b>TOTAL</b>	100 points
	A	100-90

	B+	88-89
	B	80-87
	C+	78-79
	C	70-77
	D	65-69
	F	below 65

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