

BUSINESS 40—SALES STRATEGIES ON LINE—FALL 2010 ——
 Welcome to this on line class in Selling Strategies. Your instructor is:

Dr. Schock, Business Division Full-time Faculty since 1965
 Now retired; Faculty Emeritus
 Division chair three times
 Department Chair five times
 Coordinator of the Professional Sales Program at SJSU for
 16 years
 Business Division—Office C
 West Valley College
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 Saratoga, CA 95070
 408-741-2447
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This is a 3 unit course which can be transferred as a elective.
 8:30 a.m.—9:00 p.m. on MW only and by arrangement

Orientation - Wednesday September 1st at 5 PM in BU 8.

II. OFFICE HOURS: Office C by Appointment only

a. Email me anytime you have a question; I usually respond within 48 hrs. unless I'm out of town or at a conference.

- III. This is an introductory course in Relationship Selling; you will learn the various aspects of selling methodology include the following;
- a. You as a salesperson—what it takes to be effective
 - b. Selling as a profession.
 - c. What it takes to be successful in selling.
 - d. Is a Sales Career right for you?
 - e. An illustrated overview of selling.
 - f. Why people buy
 - g. Major concepts and issues in professional selling.
 - h. Qualifying the prospect.
 - i. How to Prospect and Farm effectively
 - j. Ethics in selling.
 - k. Learning the Golden Rule of selling.
 - l. The use of Ipods, powerpoint, and other technological tools in selling
 - m. Building honest relationships with your customer.
 - n. Handling objections from price to "I want to think it over" restrictions.
 - o. Learning how to close the sale.
 - p. How to handle rejection, stress, and pressure
 - q. Ice breakers and gaining interest in what you're selling.
 - r. Cold Call selling techniques.
 - s. Understanding buyer behavioral patterns and buying signals.
 - t. The future for salespersons.
 - u. The soft versus the hard sell.
 - v. Product knowledge

- w. What is the lifeblood of selling?
- x. How to decide which sales presentation method to use
- y. How to Negotiate when selling
- z. Tips on how to handle complex sales
- aa. Knowing your prospect and buying audience.
- bb. Elements of an effective sales presentation
- cc. More closing strategies
- dd. Service and follow up strategies
- ee. Time management and self management'
- ff. Classic sales cases
- gg. Desert Survival Game and how it affects the selling process
- hh. Optional Crossword puzzle quizzes
- ii. Selling Globally and understanding cultural selling differences
- jj. French v. American Salespersons
- kk. Tips for dealing with cultural differences
- ll. Selling on the Internet
 - Tips for Selling on Ebay and other Internet sites
 - Increasing your productivity
 - Cold call strategies and telemarketing strategies

IV. Course Outcomes/Objectives: **Upon completion of this course, students should be able to:**

- A. Know the relationship between Ethical selling, honesty selling, and dishonest selling.
- B. Know how important selling is in our society.
- C. Understand that selling is an honorable profession.
- D. Articulate the relationship between ethical business practices and success.
- E. Understand the elements of a successful sales strategy, the elements of closing the sale, and understand when to honor your commitments.
- F. Understand the essential elements in Behavioral Customer models
- G. Use the computer to understand E-Commerce, the Internet, and understand how decisions are made in a simulated environment and know what factors will affect the business, sales, markets, and overall financial outcomes.
- H. Use the computer to help construct effective sales presentations.
- I. Know how to handle stress, anxiety, and failure.
- J. Make a successful sales presentation.
- K. Increase your productivity
- L. Close more sales consistently
- M. Know what to do when the going gets rough or when you fail.

The course CONTENT for this particular course includes the following subjects:

- A. TEXTBOOK—ABC'S of Relationship Selling through Service
10th Edition—Charles M. Futrell
ISBN Number : 978-0-07-338099-5**

V. **Class Meetings and grading issues**—This is an ON LINE CLASS IN SALE STRATEGIES. All assignments are to be channeled through Angel and placed in Drop boxes as necessary. I highly recommend you submit at least two chapter assignments each week. Dr. Schock's email is schockme@justice.com

You will have two ON LINE objective exams; one is at the end of chapter 7 and the other is at the end of Chapter 14. There will be 100 objective questions on each exam. The exams will be taken ON LINE during a special window of time, which is explained elsewhere in this course outline. Each week you are to complete assignments from the textbook. For example, your first lesson to be completed can be found in your required textbook (**ABC's of Relationship Selling; ISBN number 978-0-07-338099-5—McGraw Hill Publication**) pg. 34—Sales Application Questions: be sure to do only the EVEN NUMBERED QUESTIONS. Here is an example of how to complete lesson one: First, type the question; 2. Chapter 1 described characteristics of several successful salespeople currently selling goods and services for national companies. Describe those characteristics and then discuss whether or not these same characteristics also are needed for success in other types of jobs. After you type the questions, be sure to answer the question with three complete statements based on your reading of this Chapter. Therefore, Assignment one will be Chapter one—questions 2 and 4 only. After you finish chapter one, continue reading Chapter 2 and complete the Sales Application EVEN questions on page 74 of your textbook. Note: You must complete the APPLICATION EVEN QUESTIONS IN CHAPTERS 1-14 IF YOU WANT CREDIT FOR THIS COURSE. if you do not complete all the REQUIRED lesson assignments, you will be given an automatic INC (I-F) for the semester. You will have one school year to make up the work; otherwise, the I-F will turn to an F. Please complete the assigned lessons promptly and do not wait until the end of the semester to complete them. I strongly recommend you do 1-2 chapters EACH WEEK AND DROP them in my electronic drop box posted in Angel. I will NOT accept any attached assignments through my email. My email address (schockme@justice.com) is for email correspondence ONLY.

Additional Assignments due one week before the end of the semester include the following:

You are to read a book on the subject of selling and write a 3-5 page paper summarizing the sales book you read; use Microsoft word and drop into my ANGEL book report drop box. The exams –midterm and final exam will have their own special drop box. Please become familiar with the WVC Angel technology and drop your assignments as requested in a timely manner. I do not accept attachments through regular email. You should plan on completing at least two chapter assignments each week and submit the corresponding assignments each two weeks. I also recommend you check in each week to let me know you're still active in the class.

VIII. SUMMARY of Grading policy:

Take and pass the electronic midterm exam during the special window of time posted in Angel. Take and pass the electronic final exam during the special window of time posted in Angel.

Midterm Exam #1—Chapters 1-7 inclusive. Exam is to be taken on line and will be scored automatically. You will have a narrow window to complete the exam. Once you begin the exam, you cannot pause or come back to the exam. The midterm exam is as follows: Textbook chapters 1-7—Monday, October 25, 2010 and closes at 11:55 p.m. Wednesday, October 27, 2010.

Final Exam—Chapters 8-14 inclusive. Exam is to be taken on line and will be scored automatically. The final exam is as follows: Opens at 9 a.m. Monday, December 13, 2010 and closes at 11:55 p.m. on Wednesday, December 15, 2010.

Complete lessons 1-14—Even numbered APPLICATION QUESTIONS IN EACH CHAPTER OF THE TEXTBOOK.

Complete the following chat room drop box assignments:

- 1. List and comment on 5-8 things you DON'T like about salespersons.**
- 2. List and comment on 5-8 things you LIKE about salespersons.**
- 3. Based on your reading of the textbook, discuss the Golden Rules of Selling.**
- 4. Complete the following textbook cases (type each question at the end of the case and answer with at least 3-4 statements (bullet form preferred) as to your reasoning for your answer.**
 - a. Case 2.1--Ethical Selling at Perfect Solutions—pg. 77—25 pts.**
 - b. Case 2.2 --Sally tries to steal Kara's Customer—pg. 79—25 pts.**
 - c. Case 3.1—Economy Ceiling Fans, Inc. –pg. 116 –25 pts.**
 - d. Case 4.1—Skaggs Manufacturing—pg. 143—25 pts.**
 - e. Appendix—pg. 185—Sales Application questions—Even only—25 pts.**
 - f. Case 5A.4—pg. 190—25 pts.**

- g. Case 6.1—Canadian Equipment Corporation—pg. 220—25 pts.
- h. Case 7.1—Ms. Hansen's Mental steps in buying your product--pg. 243—25 pts.
- i. What is Dale Carnegie's word of warning? How could it apply to you? Pg. 265. 25 pts.
- j. Case 8.3—Negotiating with a friend—pg. 371—25 pts.
- k. What are five ways to remember a person's name? Pg. 277—25 pts.
- l. What is meant by the word SPIN? How could it relate to what you are selling or in general? 25 pts.
- m. Case 9.3—Electronic Office Security Corporation—pg. 301—25 pts.
- n. Case 10.2—Major Oil, Inc. pg. 332—335.—25 pts.
- o. Why might prospects object to your presentation? Be specific. Pg. 338. 25 pts.
- p. Case 11.2—pg. 370—Electric Generator Corporation—answer all three questions. 25 pts.
- q. List and explain 4 common closing methods in selling—pg. Pg. 382—25 pts.
- r. Case 12.1—Skaggs Omega Corporation--pg. 403—25 pts.
- s. What are some dos and don'ts for salespersons? Pg. 425—25 pts.
- t. Case 13.1—California Adhesives Corporation—pg. 432—25 pts.
- u. Case 14.1—Your Selling Day—time and territory game—pg. 456.—25 pts.

PLEASE NOTE: Since this is an ON LINE COURSE you are expected to do something each week. I recommend you read at least two chapters per week and complete two applications chapters plus two of the above assignments.

Students with documented disabilities—please note

· West Valley College makes reasonable accommodations for persons with Documented disabilities. Students should notify the Disability and Educational Support Program (DESP) at 741-2010 of any special needs.

· Any student who may need an accommodation based on the impact of a disability (visible or not) should contact me privately to discuss your specific needs. You should also contact DESP (408.741.2010 or 408.741.2658 TTY) to coordinate reasonable accommodations for your verified Disability.

· ADA Statement: The American with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this Legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an Accommodation, please contact DESP in the Learning Services Building

(408.741.2010 or 408.741.2658).

If you have any questions about the statements, please call DESP at 408.741.2010.

Emergency Information--West Valley College Classes

In the event of the following situations, the West Valley College Safety Committee requests that you follow the directions below:

FIRE ALARM OR EVACULATION NOTICE

If the fire alarm sounds in the building OR an evacuation is requested by an administrator OR Campus Police, follow your instructor to the designated assembly area (see maps at the back of each classroom). Take your VALUABLES with you. After your instructor checks that all students are accounted for and the official "ALL CLEAR" is given, you will be instructed when to leave the area. The nearest fire alarm is near the Business Division Office.

The nearest Fire Extinguisher is in the Business Division Office.

Call 911 to report a fire before you attempt to put it out.

Inform the division or department secretary that 911 has been called and where the emergency is located.

EARTHQUAKES

If an earthquake occurs, immediately take cover under a sturdy desk, table, or other furniture OR Drop to the floor, fold arms on floor close to your knees and bury face in arms.

Move away from windows and wall shelves and heavy equipment.

Do NOT run outside during the shaking--you may fall and be injured

EVENING SAFETY ESCORTS

Escorts are available and highly recommended from 4-10 p.m. Monday--Thursday at NO COST during the Fall and Spring semesters. Call the District Police Office at 741-2092 to arrange an escort.

INJURY OR ILLNESS

If you or someone is injured or ill while on campus, contact the Student Health Center for first aid assistance, follow up care or referrals. Report to the Student Health Center all student accidents that occur on campus or at college sponsored activities.

Student Health Emergency Line: Ext. 222. Call for First Aid assistance.

Life Threatening Emergencies like heart attacks, strokes, etc., call 911

From the college offices, dial (9); then, 911.

MAJOR DISASTER or terrorist threat

A Command Center will be set up at the Campus Center in the event of a major disaster when phones may not be working and outside assistance is not readily available. A representative of your building or class should be sent to report problems or injuries.

The following is an example of how to complete the title page and label for the front of the folder you might submit for extra credit:

Business 40—Sales Strategies

Your first and last name (circle last name)

Subject: Name of the Sales Book you read

3-5 page report
double space—12 font
one inch margins all around

Date of Report:

Spring 2009

Dr. Schock
West Valley College

10,000 pts possible