Welcome to this class in Selling Strategies. Your instructor is:

Dr. Schock, Business Division Full-time Faculty since 1965
Retired 2009—Emeritus Faculty—Business Division

ADJUNCT FACULTY Office E
West Valley College
14000 Fruitvale Avenue
Saratoga, CA 95070
408-741-2447
Email address: schockme@justice.com
Merchant; full-time faculty from 1965-2009
Elected Division Chair 3 times
Elected Department Chair 5 times
Taught the Sales Certificate program—15 years--SJSU

This is a 3 unit course which may be transferred as an elective.

OFFICE HOURS: MW—4:30 p.m.—6 p.m. and by appt. only
It’s best that you call first if you’re planning to stop by the office.

II. OFFICE HOURS: Office E 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 an honorable 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. Ethical issues in selling.
        k. Learning the Golden Rule of selling.
        l. The use of Ipods, Power point, 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”
           customer comments.
        o. Learning several ways on 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.
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 REALLY 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 is derived from the following textbook and material from Dr. Schock:
A. TEXTBOOK—ABC’S of Relationship Selling through Service
11th Edition—Charles M. Futrell (do NOT use the 10th edition)

Complete lessons 1-14—EVEN numbered APPLICATION QUESTIONS IN EACH CHAPTER OF THE TEXTBOOK. TYPE THE QUESTION; THEN, GIVE AT LEAST THREE COMPLETE STATEMENTS FOR EACH EVEN NUMBERED QUESTION.

Complete the following 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.

Remember, you are to type THREE complete statements for EACH of the above questions and drop them in the respective drop boxes. Use a current version of WORD; DO NOT USE any other document other than WORD. Any other software application word processing document will not work and it will be returned to you.

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. 81—25 pts.
   b. Case 2.2 --Sally tries to steal Kara’s Customer—pg. 82—25 pts.
   c. Case 3.1—Economy Ceiling Fans, Inc. —pg. 120—25 pts.
   d. Case 4.1—Skaggs Manufacturing—pg. 149—25 pts.
   e. Appendix—pg. 193—Sales Application questions—do Even question only—25 pts. Type each even numbered question and give 3 answers EACH.
   g. Case 6.1—Canadian Equipment Corporation—pg. 228—25 pts.
   h. Case 7.1—Ms. Hansen’s Mental steps in buying your product-- pg. 251—25 pts.
   i. What is Dale Carnegie’s WORD OF WARNING? How could it apply to you? Pg. 273. 25 pts. Summarize and give 3 statements as answers each.
   k. What are five ways to remember a person’s name? Pg. 285—25 pts. Exhibit 9.4
   l. What is meant by the word SPIN? How could it relate to what you are selling or in general? 25 pts. Pg. 293-297
   n. Case 10.2—Major Oil, Inc. pg. 340-343.—25 pts.
   o. Why might prospects object to your presentation? Be specific. Give three examples and three responses each. Pg. 346. 25 pts.
q. List and explain 4 common closing methods in selling—pg. 389—25 pts.

r. Case 12.1—Skaggs Omega Corporation—pg. 411—25 pts.

s. What are some dos and don’ts for salespersons? Pg. 400—25 pts. Also, look at pg. 433-434.


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.

Weekly ON LINE ASSIGNMENTS:

You will need to complete ONLINE ASSIGNMENTS each week from the textbook and drop them in the Angel Drop Box for each assignment. Use a CURRENT VERSION of Microsoft Word to complete each lesson assignment. DO NOT USE Safari or Google Chrome with ANGEL.

If you are using Firefox 4 or Internet Explorer 9, click below to get the correct version:

Firefox 3.6

Internet Explorer 8

V. Class Meetings and grading issues—We will meet ONLINE and will have lectures, videos, DVDs etc. Dr. Schock’s email is schockme@justice.com

You will have two objective ON LINE 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 open book, open notes exams. A Class Curve will be used to assigned grades. 50 percent of your semester grade will be based on the two examinations; 50 percent will be based on the REQUIRED assignments contained in this course outline. Note: if you do not complete the REQUIRED 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.

V. Class Meetings—Since this is an ONLINE CLASS, I recommend you EMAIL ME each week to let me know you’re still enrolled in the class. My email is schockme@justice.com

1st Meeting: REQUIRED Orientation, 5 p.m. WEDNESDAY AUGUST 31 , 2011 --at West Valley College in the Business Division, Room BU 8. If you cannot possibly attend the Orientation, download this syllabus, read it carefully, and email me if you have questions.
Midterm Examination, **MONDAY, OCTOBER 10-12, 2011** available starting at 9 a.m. Closes OCTOBER 12th at 11:55 PM. TEXTBOOK CHAPTERS 1-7. 100 multiple-choice questions. This will be taken and scored on line. Please pay attention to the closing time. Students cannot take the midterm exam after October 12, 2011.

Final Examination, **MONDAY, DECEMBER 12-14, 2011** available starting at 9 a.m. DECEMBER 12 AND Closes DECEMBER 14TH at 11:55 PM. TEXTBOOK CHAPTERS 8-14 ONLY. 100 multiple-choice questions. This will be taken and scored on line. Please pay attention to the closing time. Students can not take the exam after WEDNESDAY, DECEMBER 14TH, 2011. Anyone missing the FINAL EXAM will receive an automatic incomplete and will have one school year to make it up. Sorry no exceptions.

You are to read a book on the subject of selling and write a 3-5 page paper summarizing the book you read.

VIII. SUMMARY of Grading policy:

Take a midterm exam and a final exam.

Read a book (3-5 pages only) on selling and write a report on it AND drop it in the drop box on line; I do NOT accept any email attachments.

50 percent of your semester grade will be based on results of the exams performance.

50 percent of your semester grade will be based on your ON LINE ASSIGNMENTS PROMPTLY TURNED IN EACH WEEK PLUS YOUR REQUIRED BOOK REPORT ON SELLING STRATEGIES and assigned case evaluations. One week’s grace is permitted for late papers. DO NOT WAIT UNTIL THE END OF THE SEMESTER AND THEN TURN IN A BUNCH OF ASSIGNMENTS. DO SOMETHING EACH WEEK AND TURN IN SOMETHING EACH WEEK IS WHAT YOU SHOULD DO STAY ON TRACK IN THIS CLASS.

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. YOU MUST FILE AN APPLICATION FOR DESP ACCOMMODATIONS DURING THE FIRST TWO WEEKS OF SCHOOL; SORRY, NO EXCEPTIONS.

· 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. If you have a disability, you must contact DESP or me within the first two weeks of school.
· 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 EVACUATION 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 OR EVENT
A Command Center will be set up immediately 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.

Subject: DISRUPTIVE BEHAVIOR

Disruptive behavior is by definition that which disturbs the lecture or ON LINE class, myself or both and therefore interferes with the learning and teaching process. Listed below are typical kinds of RARE but disruptive behavior:

1) Coming into class late or not turning in assignments on a weekly basis.
2) Leaving the lecture class early without previous permission.
3) Repeatedly leaving and coming back during a class session.
4) Talking with other students during class or writing messages back and forth.
5) Putting comments in the form of a declarative (assertion) rather than an interrogative (question)
6) Asking a question or making a comment without raising one's hand.
7) More than one student talking at a time.
8) Having the last word.
9) Rustling in one's backpack.
10) Making noise while eating or drinking in class (crumpling paper or opening bags, cans, etc.)
11) Beeper or cell phones ringing.
12) Getting up during class to make or answer phone calls.
13) Being generally disrespectful:
     -Putting one's head on the desk
     -Sleeping, or closing one's eyes as though one were sleeping.
     -A belligerent or sarcastic tone of voice
     -Disrespectful gestures, negative email comments to other students, (rolling eyes, loud yawns, sighing, feet on desk, etc.)
     -Doing other homework or drawing in class
     -Passing notes or passing notes back and forth
     -Putting books or notebooks away before class is finished
14) blogging unnecessary negative emails

After the first and second warning the student may be dismissed from class. If in extreme cases the disruptive student refuses to behave or leave the class the campus police can be called. Disruptive behavior is up the teacher's subjective judgment and experience; further argument will be considered further disruptive behavior.

Have a productive semester.

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)
Student ID number
Subject: Name of the Sales Book you read

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

Date of Report:

FALL 2011

Dr. Schock
West Valley College

100 pts possible