

CUMBERLAND COUNTY COLLEGE

Course: BU 118 Professional Selling

Credits: 3

Prerequisites: RD 100, EN 060

Description:

This course covers the principles of sales with practical applications including prospecting, product and service analysis, meeting objectives, demonstrating, sales psychology, and preparing for sales presentations.

Learning Outcomes

At the completion of this course, students should be able to:

- Describe the sales environment and decide which customer segments to target
- Explain how providing service to the customer leads to lifetime worth
- Discuss the potential lifetime value for each customer prospect
- Examine what a salesperson must accomplish to create customer loyalty
- Describe how to create value and maintain customers over the long-term
- Recognize how to grow a business using partnering with customers
- Illustrate how to initiate and nurture the business relationship
- Outline the characteristics for a successful salesperson

Topical Outline

- Selling and Relationship
- Ethical and Legal
- Buying Behavior and Process
- Building Relationship
- Adaptive Selling
- Prospecting
- Planning and Making Sales Calls
- Strengthening Pres. / Objective
- Obtaining Commitment
- Formal Neg. and After the Sale
- Managing Time and Territory
- Managing Within Your Company
- Managing Your Career
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Text: Castleberry, Stephen, Tanner, John (2010). *Selling: Building Partnerships* (8th ed.). McGraw Hill.

Student Assessment: Assessment may be accomplished through projects, portfolios, exams, presentations and/or papers.

Academic Integrity: Plagiarism is cheating. Plagiarism is presenting in written work, in public speaking, and in oral reports the ideas or exact words of someone else without proper documentation. Whether the act of plagiarism is deliberate or accidental [ignorance of the proper rules for handling material is no excuse], plagiarism is, indeed, a “criminal” offense. As such, a plagiarized paper or report automatically receives a grade of **ZERO** and the student may receive a grade of **F** for the semester at the discretion of the instructor.

Note: If you are having difficulty with work in this class tutoring is available through the Center for Academic & Student Success. If you think that you might have a learning disability, contact Project Assist at 856.691.8600 x 1282 for information on assistance that can be provided to eligible students.

Before Withdrawing From This Course

If a student experiences adverse circumstances while enrolled in this course and considers withdrawing, s/he should see an advisor (division or advisement center) **BEFORE** withdrawing from the class. A withdrawal may cause harmful repercussions to completion rate standards and overall GPA which can limit or eliminate future financial aid in addition to causing academic suspension.