

MKT3212 Fundamentals of Selling

Code

MKT3212

Title

Fundamentals of Selling

Credits

3

Description

The fundamentals of selling will be studied in the course to ensure students understand the role of personal selling in the company promotional program, customers’ buying behavior, sales process, and functions of a sales manager. The students will be practicing the skills necessary for effective communication and successful selling. Prospecting and approaching customers, sales presentation, handling objections, and closing and follow-up techniques will be studied in details.

Objectives

Knowledge KNOWLEDGE OF SALES PRACTICES Students will understand and explain sales process; Students will be able to identify sales’ role in the organization; Students will understand the sales management functions; Students will understand the sales strategies and techniques; Students will understand how information technologies influence sales activities. UNDERSTANDING OF GLOBAL AND MULTICULTURAL BUSINESS ENVIRONMENT AND ETHICAL ISSUES Students will demonstrate appropriate knowledge of core content areas in a global business environment. Students will evaluate ethical positions and effectiveness of business practices in a global and multicultural context. Students can recognize and analyze ethical dilemmas and select a resolution for practical sales situations. Skills GOOD COMMUNICATION SKILLS Students will improve their written communications skills Students will improve their verbal communications skills Students will improve their nonverbal communications skills Students will improve their persuasive communications skills CRITICAL THINKING AND ANALYTICAL SKILLS Students will select appropriate analysis techniques to analyze problem data. Students will propose and evaluate alternative solutions for decision making. Application abilities Students will develop an ability to “see” business situations from a perspective of a sales person and sales manager; Students will apply relevant ethical concepts to making sales decisions. Students will be able to identify business issues in a international selling. Students will understand how information technologies influence the structure and processes of selling. Values and Attitudes Students will practice KIMEP Core Values Students will practice academic honesty Students will practice respect for peers and instructors

Outcomes

At the successful completion of the course, students will be able to: describe selling process; describe selling process and sales management in a global context; identify and apply various systems of selling practices and tools for effective decision-making; describe and apply the concepts and theories of ethics as they apply to selling process; analyze and solve business problems in selling, using the necessary quantitative and qualitative tools; use information technology for the retrieval, analysis, and presentation of information for effective management of business organizations; communicate ideas and information clearly and effectively in written and oral English.

Assessment

60 % -first and second assessments

40 % -final assessment

Tentative course outline

Week1

Personal Selling Today: Introduction and Overview

Week2

"Creating Product Solutions. Developing Product-Selling Strategies"

Week3

"Understanding Customer Behavior. Assignment presentations (Memo)"

Week4

"Developing a Prospect Base Approaching the Customer"

Week5

Creating the Consultative Sales Presentation

Week6

Creating Value with the Sales Demonstration

Week7

Negotiating Buyer Concerns

Week8

Closing the Sale and Confirming the Partnership

Week9

Servicing the Sale and Building the Partnership

Week10

Personal Selling Opportunities.

Week11

Creating Value with a Relationship Strategy

Week12

"Communication Styles: Managing the Relationship Process Ethics: The Foundation for Relationships in Selling"

Week13

Opportunity Management: The Key to Greater Sales Productivity

Week14

Management of the Sales Force

Week15

Management of the Sales Force