

Module Documentation



MARK06006

Selling Techniques

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MARK06006 Selling Techniques

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|---------------|--------------------|-------------|-----------------------------|
| Short Title | Selling Techniques | | |
| Full Title | Selling Techniques | | |
| Attendance | N/A | Discipline | 342 MARKETING & ADVERTISING |
| Coordinator | Monica Nielsen | Department | Business |
| Official Code | MARK06006 | NFQ Level | 06 |
| | | ECTS Credit | 05 |

Module Description

This module is designed to introduce to the student basic concepts and skills of professional selling. The theory and practice of personal selling will be explored within the context of relationship marketing. Emphasis will be placed on understanding of the stages in the selling process and ability of the student to apply this theory to a selling situation. The module will provide opportunities for students to improve their communication skills, learn how to close a sales and enhance their teamwork skills.

Learning Outcomes

On completion of this module the learner will/should be able to

1. Discuss careers, opportunities and benefits of professional selling.
2. Demonstrate an understanding of basic selling theory and apply a sales model to a selling situation.
3. Evaluate potential sources of new customers.
4. Distinguish the needs of different buyers
5. Prepare and deliver an effective sales presentation including negotiating and closing the sale.
6. Contribute effectively in a sales/business team context.

Teaching and Learning Strategies

A variety of techniques will be used to enhance the students learning in this module. These include lecture, discussion, cases, in-class group activities, out-of-class individual assignments, guest lecturers, Internet research and in-class role playing exercises. Students are required to deliver a formal sales presentation. As this module is activity orientated students are expected to come to class prepared and with readings completed and/or other assignments. Class lectures will be supplemented with tutorials where students will have opportunities to apply sales theory to a business environment.

Assessment Strategies

Assessment will be based on a combination of continuous assessment (50%) and a final examination (50%).

Continuous assessment will be a combination of **two mini-assignments** and **one group-based sales presentation**. The mini-assignments and sales presentation will be spread out over the module.

Mini-assignments

There will be two mini-assignments for which learners will prepare in advance. These mini-assignments can involve the learners preparing for two of the following: in-class group exercise, out of class individual assignment, in-class role playing exercise, a short internet based research exercise.

Sales Presentation

This exercise will give the student an opportunity to demonstrate their knowledge and understanding of the principals of professional selling. Groups of learners will prepare to deliver a team based sales presentations to a potential client. Each team will deliver a sales presentation to their lecturer and a panel of students representing purchasing organisation. This assignment will require the students to apply the theory learned in class to a practical selling situation. Students will be given feedback on their performance and suggestions on how to improve their selling skills.

Repeat Assessment Procedures

The repeat assessment is a written exam.

Module Dependencies

Prerequisite Modules

None

Corequisite Modules

None

Incompatible Modules

None

Indicative Syllabus

- **Introduction to Selling and Sales Career** - Defining personal selling and describe its unique characteristics as a marketing communications tool, discuss approaches to selling with emphasis on trust based relationship selling, Selling as a career, Personal qualities and skills required. Career opportunities both national and international.

- **Understanding the Buyer** - The buying process, Consumer versus business buyers (B2C, B2B), Developing a customer strategy, The decision making unit in business to business selling.
- **The Sales Process** - The stages in the sales process, Building trust. Describe the main communications styles. Explain the primary type of questions and how they are used in personal selling. Selling models: FAB and SPIN Selling.
- **Preparing for the Sales Presentation** - Importance of prospecting. Major prospecting methods, need identification, building relationships with prospects and developing qualified leads. Making contact and preparing for the appointment.
- **Delivering Effective Sales Presentations and Sales Dialogues** - Preparation, Key elements of sales presentation, Sales dialogue, Communicating Value, Negotiations, addressing concerns and handling objections, Preparing a sales proposal, Closing the sale, Follow-up.
- **Sales Settings** - Field sales, Telesales and contact management, Lead generation, Customer service and time management.

CourseWork / Assessment Breakdown

| | |
|------------------------------------|------|
| CourseWork / Continuous Assessment | 50 % |
|------------------------------------|------|

| | |
|---|------|
| End of Semester / Year Formal Examination | 50 % |
|---|------|

Coursework Assessment Breakdown

| Description | Outcome Assessed | % of Total | Assessment Week |
|--------------------|------------------|------------|-----------------|
| Class Assessment | 2,3,4 | 20 | OnGoing |
| Sales Presentation | 2,4,5,6 | 30 | Week 8 |

End Exam Assessment Breakdown

| Description | Outcome Assessed | % of Total | Assessment Week |
|-----------------------|------------------|------------|-----------------|
| Final Exam Final Exam | 1,2,3,4 | 50 | End of Term |

ACCS Mode Workload

| Type | Location | Description | Hours | Frequency | Avg Wkly Wrkld |
|------|----------|-------------|-------|-----------|----------------|
|------|----------|-------------|-------|-----------|----------------|

Total Average Weekly Learner Workload 0.00 Hours

Open Learning Mode Workload

| Type | Location | Description | Hours | Frequency | Avg Wkly Wrkld |
|------|----------|-------------|-------|-----------|----------------|
|------|----------|-------------|-------|-----------|----------------|

Total Average Weekly Learner Workload 0.00 Hours

Distance Learning Mode Workload

| Type | Location | Description | Hours | Frequency | Avg Wkly Wrkld |
|------|----------|-------------|-------|-----------|----------------|
|------|----------|-------------|-------|-----------|----------------|

Total Average Weekly Learner Workload 0.00 Hours

Part Time Mode Workload

| Type | Location | Description | Hours | Frequency | Avg Wkly Wrkld |
|------|----------|-------------|-------|-----------|----------------|
|------|----------|-------------|-------|-----------|----------------|

Total Average Weekly Learner Workload 0.00 Hours

Full Time Mode Workload

| Type | Location | Description | Hours | Frequency | Avg Wkly Wrkld |
|----------|----------------|-------------|-------|-----------|----------------|
| Lecture | Not Specified | Lecture | 2 | Weekly | 2.00 |
| Tutorial | Flat Classroom | Tutorial | 2 | Weekly | 2.00 |

Total Average Weekly Learner Workload 4.00 Hours

Online Learning Mode Workload

| Type | Location | Description | Hours | Frequency | Avg Wkly Wrkld |
|------|----------|-------------|-------|-----------|----------------|
|------|----------|-------------|-------|-----------|----------------|

Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

Manning, G. Reece, B. & Ahearn, M. (2012), **Selling Today: Partnering to Create Value**, 12ed. Prentice Hall.

Leyshan, T. (2013), **Outlaw: Fight for your Customers and Sell without Fear**, John Wiley and Sons.

Walker, G. (2013), **The Customer Centric selling field guide to prospecting and business development: techniques, tools, and exercises to win more business**, Mc Graw Hill Professional.

Gibson, C. (2013), **Selling Skills Exposed: Brilliant Sales Techniques**, Alliebooks.

Krause, M. D. (2013), **Smart Prospecting that works every time: win more clients with fewer cold calls**, Mc Graw Hill.

Baumgartner, T. & Hatami, H. & Vander Ark, J. (2012), **Sales Growth**, John Wiley & Sons.

Anderson, R., Dubinsky, A.J. & Mehta, R. (2012), **Personal Selling**, Houghton Mifflin Co.

Baumgartner, T., Hatami, H., Vander Ark, J. (2012) **Sales Growth: Five proven strategies from the world's sales leaders**, John Wiley.

Schiffman, S. (2012), **Power of Positive Selling**, Mc Graw Hill.

Chase, L. & Knebl, K. (2011), **The Social Media Sales Revolution**, Mc Graw Hill.

Salisbury, F. (2011), **Professional Selling**, Oaktree Press.

Johnston, M. (2010), **Relationship Selling**, McGraw Hill

Hopkins, T. (2010), **Selling in Tough Times**, Business Plus.

Module Alternate Book Resources

None

Module Other Resources

Provision for guest lecturers and attendance at sales related seminars

Module URLs

www.salesinstitute.ie Sales Institute Ireland

www.hbr.org Harvard Business Review

www.ismm.co.uk The Institute of Sales and Marketing Management

www.salesandmarketing.com Sales and Marketing Management

Additional Information

None

ISBN BookList

Book Details

Thomas N. Ingram 2012 *SELL (with CourseMate Printed Access Card) (Engaging 4ltr Press Titles in Marketing)* Cengage Learning

ISBN-10 113318832X ISBN-13 9781133188322

Frank Salisbury 2011 *Professional Selling: A journey, not a destination* Oak Tree Press

ISBN-10 1904887767 ISBN-13 9781904887768

Ray Collis 2010 *Quick Win B2B Sales* Oak Tree Press

ISBN-10 1904887481 ISBN-13 9781904887485

Approval Information

School Approval by Deirdre Lusby on 25-03-2015

Academic Council on 25-05-2015

Programme Membership

| Code | Intake Year | Programme Title |
|--------------|-------------|--|
| GA_BBUAG_H08 | 201500 | Bachelor of Business (Honours) |
| GA_BBENG_H08 | 201500 | Bachelor of Business (Honours) with Entrepreneurship |
| GA_BBUSG_B07 | 201500 | Bachelor of Business |
| GA_BBUSI_C06 | 201500 | Higher Certificate in Business |
| GA_BMASG_B07 | 201500 | Bachelor of Business in Marketing and Sales |
| GA_BBENG_B07 | 201500 | Bachelor of Business with Entrepreneurship |
| GA_BMASG_H08 | 201500 | Bachelor of Business (Honours) in Marketing and Sales |
| GA_OCULI_H08 | 201600 | Bachelor of Business (Honours) in Culinary Innovation and Enterprise |
| GA_OCULI_B07 | 201600 | Bachelor of Business in Culinary Innovation and Enterprise |