

# MKT 123 Fundamentals of Selling

## **COURSE DESCRIPTION:**

Prerequisites: ENG 090 and RED 090 or DRE 098; or satisfactory score on placement test

Corequisites: None

This course is designed to emphasize the necessity of selling skills in a modern business environment. Emphasis is placed on sales techniques involved in various types of selling situations. Upon completion, students should be able to demonstrate an understanding of the techniques covered.

## **LEARNING OUTCOMES:**

Upon completing requirements for this course, the student will be able to:

1. Identify appropriate sales techniques for various selling situations.
2. Describe sales techniques.
3. Explain the necessity of selling skills in modern business environment.

## **OUTLINE OF INSTRUCTION:**

- I. Relationship Selling and Opportunities in the Information Economy
  - A. A definition and a philosophy
  - B. Emergence of relationship selling in the information economy
  - C. Considerations for a future I personal selling
  
- II. Evaluation of Selling Models that Complement the Marketing Concepts
  - A. Marketing concepts requires new selling models
  - B. Evolution of strategic selling
  - C. Evolution of consultative selling
  
- III. Ethics – The Foundation for Partnering Relationship Strategy
  - A. Developing a relationship strategy for partnering style selling
  - B. Issues challenging the ethics of salespeople
  - C. Making ethical decisions making of salespeople
  
- IV. Creating Value with a Relationship Strategy
  - A. Relationships add value
  - B. Thought processes that enhance your selling relationship strategy
  - C. Conversational strategies
  
- V. Communication Styles: A Key to Adaptive Selling Today
  - A. Communication style model
  - B. Four styles of communication
  - C. Minimizing communication style bias

- VI. Creating Product Solutions
  - A. Developing product solutions that add value
  - B. Becoming a product expert
  - C. Becoming a company expert
  
- VII. Product-Selling Strategies That Add Value
  - A. Product positioning
  - B. The three-dimensional product solutions selling model
  - C. Selling products with a price strategy
  
- VIII. The Buying Process and Buying Behavior
  - A. Developing a customer strategy
  - B. Consumers versus business buyers
  - C. Understanding buyer behavior
  
- IX. Developing and Qualifying Prospects and Accounts
  - A. Sources of prospects and accounts
  - B. Qualifying prospects and accounts
  - C. Managing the account and prospect base
  
- X. Approaching the Customer with Adaptive Selling
  - A. Approaching the customer with adaptive selling
  - B. Developing the presentation strategy
  - C. Team selling presentation strategies
  
- XI. Adapting the Close and Confirming the Partnership
  - A. Adapting the close – an attitude that adds value
  - B. Guidelines for closing the sale
  - C. Specific methods for closing the sale

### **REQUIRED TEXTBOOK AND MATERIAL**

The textbook: *Selling Today: Partnering to Create Value*, 14th Edition ; Gerald L. Manning, Des Moines Area Community College ; Michael Ahearne, University of Houston ; Barry L. Reece, Virginia Polytechnic Institute and State University.