

Course Unit Title:	Professional Selling
Course Unit Code:	MAR260
Type of Course Unit: (Compulsory/Optional)	Optional
Level of Course Unit: (first, second or third cycle)	Bachelor (1st Cycle)
Year of Study:	3 or 4
Semester when the unit is delivered:	5 or 6 or 7 or 8
Number of ECTS credits allocated:	6
Name of lecturer(s):	TBA
Learning Outcomes of the course unit:	
<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Explain selling as an economic activity using practical examples • Define and describe the steps in the selling activity using a scientific approach • Identify appropriate applications of the selling process through a situational analysis • Demonstrate selling skills through role playing and presentations 	
Mode of Delivery:	Face- to- face
Prerequisites and co-requisites:	MAR 101
Recommended optional program components:	None
Course Contents:	
<p>Objective: Emphasis is placed in teaching students creative and successful selling. This includes a variety of methods and techniques that apply to different selling situations</p> <p>Description: Selling in practice: Assessing needs; information dissemination; problem solving guidance; ownership transfer. The selling process. Prospecting; the pre-approach; the approach, the sales interview; the close; the post sale. Business applications and personal applications of selling. Advantages and disadvantages associated with a career in selling.</p>	

Selling and Marketing: The marketing mix; selling and promotion; selling and the product; selling and pricing; selling and distribution; selling and other company functions such as finance, production and personnel; sales positions based on channel of distribution, on the product/service and on the prospect; sales territories.

Developing communication skills: The communication model as it applies to selling; some common barriers to communication and ways of overcoming them; other forms of communication: written communication and telephone communication.

Buyer behavior: Types of buyers and their behavioural characteristics; motivation; psychological explanations of motivation: the Freudian, Maslow, and Dichter theories. Sociological explanations of motivation; the life-cycle theory: psychographics as related to sales; the Quadrant theory.

Sales knowledge: The importance of sales knowledge; kinds of sales knowledge; sources of sales knowledge.

Prospecting: The importance of prospecting; the prospecting process; sources for prospects; qualifying prospects.

The pre-approach: elements of a sound pre-approach: research, precall preparation and pre-approach action. **The approach:** Factors that have an influence on the approach to be taken; approach principles and techniques; the right time to call.

The sales interview: Planning the presentation; Structure of the presentation; the presentation pattern; the use of AIDA, Zeroing-in, stimulus response theories in selling; the substance of the presentation: how to reach the buyer's mind; the use of demonstration; visual aids and other embellishments.

General guides for the sales interview: Length of the presentation; controlling the sales interview; understanding the prospect; strategies for the sales interview; the preclose; types of sales presentations: the standardized, the extemporaneous and the eclectic presentation; differences in buying purpose; multiple -party sales interviews: group presentations and joint presentations.

Elements of buyer resistance: the psychology of buyer resistance; reasons for buyer resistance; examination of specific objections; general principles for handling resistance.

Strategies for specific objections: classic techniques for handling objections.

Closing the sale: Principles and guidelines for closing; examination of various closing strategies; business details in closing; payment with an order.

Selling to consumers; selling to industry; selling to retailers.

Ethics and the law in selling.

<p>Account maintenance and development: relationship marketing; customer retention; orientation on product benefits; emphasis on customer service and customer commitment; importance of quality. Key account management: building and maintaining strong-buyer-seller relationships.</p> <p>Recent developments and contemporary issues pertaining to the subject-matter of the course.</p>									
<p>Recommended or required reading:</p>	<p>Manning/Reece : SELLING TODAY – Building Quality Partnerships, Prentice Hall</p> <p>Roth C.B., Alexander R.: Secrets of Closing Sales', Prentice Hall, latest Edition</p> <p>Stroh, T.: Managing the Sales Function', McGraw Hill, latest edition</p> <p>Allen/Spohn/Wilson : SELLING DYNAMICS, McGraw Hill</p> <p>Shapiro, B. : SALES PROGRAM MANAGEMENT, McGraw Hill</p> <p>Pederson/Wright/Weitz: SELLING: PRINCIPLES AND METHODS, Irwin</p> <p>Preston/Nelson : SALESMANSHIP, Reston</p> <p>Gitomer, J. : THE SALE BIBLE: The Ultimate, Sales Resource, Wiley</p> <p>Freese, T.: THE NEW ERA OF SALESMONSHIP: Bringing the Art of selling into the 21st Century, Qbs Publishing</p> <p>Appropriate sources as given to the students by the course instructor</p>								
<p>Planned learning activities and teaching methods:</p>	<table border="1"> <tr> <td>Class Instruction</td> <td>42 Hours</td> </tr> <tr> <td>Consultation</td> <td>15 Hours</td> </tr> </table>	Class Instruction	42 Hours	Consultation	15 Hours				
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<p>Assessment methods and criteria:</p>	<table border="1"> <tr> <td>Examinations</td> <td>65%</td> </tr> <tr> <td>Assignments / Project</td> <td>25%</td> </tr> <tr> <td>Class Participation</td> <td>10%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>	Examinations	65%	Assignments / Project	25%	Class Participation	10%		100%
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Language of Instruction:	English
Work Placement(s):	No
Place of Teaching:	Regular Classroom European University Cyprus, Nicosia