



Course Outline

2026-2027 Catalog

BUS 50 - Sales Strategies

Catalog Description

Transfer Status: CSU

Unit(s): 3.00

Lecture: 51.00 Contact hours/102.00 Out of class hours/153.00 Total hours/3.00 Unit(s)

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Course Description: This course introduces personal selling concepts, processes and tools. It emphasizes the importance of ethical, professional conduct; an understanding of consumer behavior; needs-satisfaction selling; and effective two-way communication. Students learn how to find and qualify prospects; establish rapport; ask questions to determine customers' needs; present pertinent product/service features, advantages and benefits; overcome buyers' objections; and close the sale. Students will participate (as buyers, sellers and critical observers) in interactive sales presentations.

Objectives

Upon successful completion of this course, the student should be able to:

1. Review the marketing mix and examine the role of personal selling as a component of an organizations promotional strategies
2. Engage in market research to discover and to confirm understanding of the customers wants and needs
3. Apply the principles and steps associated with a systematic, needs-satisfaction approach to selling
4. Conduct self-assessments, then identify and describe personal traits that would be advantageous and challenging in a career as a professional salesperson
5. Address customer's objections and concerns about the purchase proposition by communicating honestly, ethically, clearly and directly.
6. Investigate the role of technology in sales including e-commerce sales and customer relationship management techniques
7. Develop and execute an effective, interactive sales plan and oral sales presentation customized to the buyers communication style and buyer criteria

Course Content

Topic Titles / Suggested Time Topic

Lecture

<u>Topics</u>	<u>Lec Hrs</u>
The Life, Times, and Career of the Professional Salesperson	3.00
Ethics-First Customer Relationships	3.00
The Psychology of Selling: Why People Buy	4.00
Customer Relationship Management (CRM) Tools	4.00
Sales Knowledge: Customers, Products, and Technologies	3.00
Prospecting: The Lifeblood of Selling	3.00
Planning the Sales Call is a Must!	3.00
Carefully Select Which Sales Presentation Method to Use	3.00
Begin Your Presentation Strategically	3.00
Elements of a Great Sales Presentation	3.00
Handling Objections and Closing	3.00
After Sales Service for Customer Retention	2.00
Internet Sales and Customer Service Selling	3.00
Time and Territory Management: Keys to Success	3.00
Sales Presentations and Critiques	6.00
Sales Arithmetic and Pricing	2.00
Total Hours:	51.00

Methods of Instruction

- A. Collaborative Group Work
- B. Demonstrations
- C. Discussion
- D. Guest Speakers
- E. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- F. Lecture

Methods of Evaluation

- A. Exams/Tests
- B. Quizzes
- C. Demonstration
- D. Homework
- E. Class participation
- F. Written Assignments
- G. Oral Sales Presentation

Examples of Assignments

Reading Assignments

1. Read the text material on ethics. Prepare to discuss the case studies in class by considering the legal, ethical and business ramifications of each action taken. If you disagree with the actions taken, come prepared to suggest an alternate course.
2. Read the text material describing the life and career of the salesperson. Complete self-assessments pertaining to your career interests and communication style. Prepare for in-class discussion with several classmates about what appeals (and doesn't appeal) to you about a sales career, your potential strengths as a sales person, and areas on which to improve.

Writing Assignments

1. Read an article or book pertaining to being a successful sales professional. Write a 2-3 page executive summary of the article/book, including: a brief introduction; a presentation of relevant information presented in this article; and your conclusions as to the validity, applicability and/or importance of this information for today's sales professional.
2. Sales campaign plan: In preparation for new client meeting, prepare the following: (1) Describe your prospect, buying criteria, and possible objections. (2) Summarize the competitive advantage including a Features Advantages Benefits (FAB) chart. (3) Compose a prospective narrative for each step in the sales presentation: Approach, Problem Recognition, Handling Objections, Trial Close, Close, and Exit.

Out-of-Class Assignments

1. Conduct a "Secret Shopper" visit to a retail establishment where sales people are engaging in needs-satisfaction selling. Complete the 10-page assessment form provided, evaluating the salesperson's and company's sales efforts using the relevant scales and checklists. Write descriptive statements to support your conclusions.
2. Conduct a 45-minute to hour-long interview with a sales professional investigating job responsibilities, pros and cons of a career in sales, ethical challenges, compensation, supervision, tech support, career growth, building customer rapport, and needs-satisfaction selling. Your 4-5 page report is required to meet excellence in business writing standards.

Recommended Materials of Instruction

Futrell, C.M. (2025). ABC's of Relationship Selling Through Service. *Irwin/McGraw-Hill, 2025 Release*. 9781266679070.

Manning, G.L., Ahearne, M.L., and Reece, B.L. (2023). Selling Today: Partnering to Create Value. *Pearson, 15th*. 9780137962907.

Minimum Qualifications

Business (Masters Required)
Marketing (Masters Required)
Retailing

Created/Revised by: Nelsen, Jennifer

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