

Montgomery County Community College  
MKT 121  
Personal Sales Management  
3-3-0

**COURSE DESCRIPTION:**

This course focuses on highlighting the sales person as an essential element in providing value to an organization and to the customer. The course emphasizes the importance of securing, building and maintaining long term relationships in sales. This course presents clear and concise information on successful approaches to selling in the contemporary business environment. Students will learn how to manage and add value to the buyer -seller relationship process. Students will learn to apply the model for relationship selling that is used by firms today.

**REQUISITES:**

*Previous Course Requirements*

None

*Concurrent Course Requirements*

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Explain the role of selling in the business environment.	Lecture Group Discussion Multimedia Materials Assignments Exams	Exams
2. Analyze the social, legal, and ethical principles that guide personal sales decision making.	Lecture Group Discussion Multimedia Materials Assignments Sales Presentations Role Playing Case Studies	Written Assignments – Case Studies Exams
3. Employ the techniques of effective selling including sales presentation and demonstration.	Lecture Group Discussion Multimedia Materials Assignments Role Playing Case Studies	Sales Presentations Role Playing Case Studies

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
4. Analyze buyer behavior including sales resistance.	Lecture Group Discussion Multimedia Materials Assignments Sales Presentations Role Playing Case Studies	Written Assignments – Case Studies
5. Summarize the functions and qualities of an effective sales manager.	Lecture Small and Large Group Discussion Multimedia Materials Assignments Sales Presentations Role Playing Case Studies	Written Assignments – Case Studies Exams

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

#### SEQUENCE OF TOPICS:

1. Life of the Professional Salesperson
2. Ethical Responsibilities
3. Psychology of Selling
4. Communication of Selling
5. Sales Knowledge
6. Prospecting
7. Planning the Sales Call
8. Sales Presentation Method
9. Sales Presentation Strategy
10. Elements of a Great Sales Presentation
11. Prospect's Objections
12. Closing the Sale
13. Service and Follow-Up
14. Self-Management Keys

#### LEARNING MATERIALS:

Futrell, Charles. (2013). *ABC's of Relationship Selling through Service* (12<sup>th</sup> ed.). McGraw-Hill Irwin.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

## COURSE APPROVAL:

Prepared by: Eileen Kearney

Date: 3/2005

Revised by: Eileen Kearney

Date: 4/2009

Board of Trustees Presentation

Date: 10/2009

Revised by: Eileen Kearney and Ayisha Sereni

Date: 3/2013

VPAA/Provost or designee Compliance Verification:

Victoria L. Bastecki-Perez, Ed.D.

Date: 3/29/2013

Revised by: Eileen Kearney

Date: 11/15/2017

VPAA/Provost or designee Compliance Verification:

Date: 11/15/2017



*This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.*