

MKT or COM

3150 Sales Fundamentals

Syllabus
3 Semester Hours

- Rationale:** Sales and the “selling process” are an intricate part of our society both socially and economically. An understanding of personal selling theory and skill is vital in a marketing oriented economy. In a sense, everyone is a salesperson at some level and can benefit from basic sales training.
- Purpose:** This course examines the basics of personal selling and the essentials of sales theory and sales techniques. The focus is on the role of selling, opportunities in sales, and psychology of selling, and the sales process itself.
- Format:** The course will consist of lecture, role play, group discussion, and actual field experience. The classroom instruction will consist of attendance at the week long training meetings (50 hours of instruction) using mass lecture and role play, as well as 12 two-hour seminars throughout the summer. There will also be time for group discussions and recitation in small team meetings.
- Assignments and Evaluation:** Your evaluation will be based on the following factors:
1. Attendance during the lecture sessions and group meetings
 2. Leader’s evaluation and recommendation (to be submitted by Southwestern Sales Manager)
 3. Written self-evaluation
 4. Sales performance in the field experience
 5. Essay

The final essay assignment is described in this section.

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3150 Seminar: Sales Fundamentals

Essay Assignment Instructions

Name: _____ Account # _____

e-mail address: _____

Address: _____
(Where you wish to receive your grade report)

City: _____ State: _____ Zip: _____

SSN: _____

Sales Manager's Name: _____

ASSIGNMENT:

PART I:

The following model indicates the major steps involved in the selling process. Based on your sales training and summer sales experience, write an essay (1,000 words minimum typed, doubled spaced) which discusses in some detail each step. Please Note: Be sure to cover all seven steps in the cycle of selling as each step is weighted the same, counting 5 points each. You may want to consult your Southwestern Sales Manual as you develop your essay. Discuss these components in terms of their importance in total sales effectiveness and how they related to your own sales experience.

Part II: Self Evaluation

This form and the self-evaluation form on pages 141 and 142 MUST be completed as a part of the course requirements. **It is YOUR responsibility to submit all written work and evaluation forms to:**

College Credit Program
Southwestern Marketing Department
PO Box 305140
Nashville, TN 37230

