

BADM 244 Sales Seminar 3 Credits

Course Description

Sales Seminar is designed to address the direct, industrial and professional salesperson's approach to problem solving and understanding the buyer's needs and communicating that understanding to the buyer. The student will develop and awareness of the selling process toward mutual satisfaction for both the seller and buyer of goods and services.

Required Text

Win-Win Selling, Wilson Learning Library
ISBN 90-77256-01-6

This text may be purchased from the NDSCS Bookstore at www.ndscsbookstore.com.

Contact Coleen at the NDSCS Bookstore for the most current textbook information (1-800-342-4325, ext. 2239 or coleen.thoe@ndscs.edu). You may also visit the NDSCS Bookstore web site at www.ndscsbookstore.com and search for book information by class by clicking the "Textbook" tab.

Learning Outcomes

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

1. Define and master the steps involved in the Counselor sales process and apply them
2. Develop open, trusting relationships with customers
3. Demonstrate skills in uncovering client's problems and needs
4. Develop long lasting relationships that help your customer
5. Continue to support and maintaining buyer-seller relationships so that each party will earn a "win-win" in each transaction
6. Apply active listening, negotiating, closing techniques, and developing a productive prospecting plan
7. Identify the different personality types and how to communicate with the differences

Key learnings are:

1. Counselor Mindset:
 - a. How to understand the selling process as a function of the buying process and learning how to see the role of the salesperson as a consultant or counselor
 - b. The Salesperson will...Be able to enter a consultative relationship with buyers and add value at each step of the buying process.
2. Relating:
 - a. How to build trust at the beginning of a consultative relationship. How to establish credibility, express empathy and come to agreement on the purpose, process and payoff of the relationship.
 - b. The salesperson will... Be able to quickly establish trust with any person in the buying process and gain that person's willing cooperation in sharing information.
3. Discovering.

- a. How to understand the buyer's needs by asking appropriate fact and feeling finding questions and learning how to listen and organize information and learning to get the buyer's agreement on the true nature of the problem
 - b. The salesperson will... Be able to gain an in-depth agreement with the buyer about the real nature and scope of the problem to be solved
4. Advocating
- a. How to develop and present solutions that clearly address and solve the customer's business problems. How to bring out concerns, resolve objections and agree on next steps.
 - b. The salesperson will... Be able to convince buyers that a particular offer is a valuable solution to their business problem
5. Supporting
- a. How to reinforce and support the customer's decision to buy. How to avoid and resolve dissatisfaction. And how to ask for new business and referral
 - b. The Salesperson will... Be able to assure a high degree of customer satisfaction and enhance the working relationship after the sale

Tie to Program Assessment Outcomes

- Demonstrate legal and ethical principles in regard to personal, social, and professional behaviors.
- Prepare students for mid-management level employment in business.
- Encourage and develop entrepreneurial opportunities for self-employment.
- Provide general education and related instruction to allow students to grow within their chosen occupational field.
- Develop students' abilities in human relations, communications and other aspects of general education.
- Earn an Associate of Applied Science degree and be eligible for transfer to a four-year institution.

Course Policies and Procedures

Access Policy: Computer Failures and Viruses

Online students must maintain computer access at all times to the online course. Lack of computer access as an excuse for late work or missed exam/quiz will NOT be accepted. Review the [Computer Access Policy](#) to learn how you can take a proactive approach to your online success.

Student Attendance

Regular attendance and completion of all assignments, on time and as scheduled, is important to your success in this course. An online student who does not regularly attend their online class for a period of seven consecutive days may be dropped from the course. Attendance is evidenced by weekly completion of assignments and/or participation in online discussions. Efforts to contact inactive students are attempted as soon as each semester begins; however, if there is no response from the student and inactivity continues, a drop will be enacted. See the entire NDSCS Attendance Policy at www.ndscs.edu/online-attendance.

If your instructor is unexpectedly unavailable and may be delayed in reviewing or correcting assignments, you will be notified of this as a sign of courtesy and respect.

Online Discussions

The online discussions are required activities, and full participation is essential for your success of this course. These discussions are an equivalent to the traditional classroom discussions. You are expected to read all postings, and interact with each other.

Communication Etiquette

Students are expected to adhere to accepted codes of ethical, personal, and civil conduct when conversing online, using email, or engaging in any chat sessions or discussions. Failure to abide by such codes of conduct and netiquette (communication courtesy code) may result in being asked to withdraw from the class and receive a failing grade.

Online Student Participation and Conduct Guidelines

The practices of courtesy and respect that apply in the traditional classroom also apply online. However, the expectations and practice differ in the online classroom to greater extent. Review the Online Student Participation and Conduct Guidelines (**Appendix A**) to learn of these expectations.

Assignments

Please follow the order of units as each unit will build onto the next one and will be accessible according to the schedule posted within the online course.

Assignments and quizzes within each chapter are **due within specified time frames**. Refer to the Schedule for specific due dates.

Assignments not completed by the specified deadline but submitted late will have **grade points deducted** at instructor's discretion.

No points will be assigned for incomplete assignments. Be prepared to spend **at least six (6) hours per week** in the online class, studying, and completing assignments.

Submitting Assignments

All assignments should be turned in via **Dropbox** unless otherwise specified. You are **strongly encouraged** to make hard copies of your assignments and communications with the instructor to avoid losing data in the case of technical issues. *At the first sign of problems*, contact your Internet Service Provider (ISP) immediately.

It is your responsibility to access the class on another computer in the event of hardware or software problems. If your problems are not cleared up within 12 hours, contact the instructor to make other arrangements.

Proctor Policy

This course has not proctored exams. All quizzes are open book.

Grading Criteria

Grading Criteria will be based as follows:

- 6 Opinion Summary papers from the 6 Chapters in the course

- 4 Quizzes
- 6 Discussions
- 6 Video Discussions
- 1 Final 3-4 page Opinion summary paper
- Sales Demonstration videotaped 10 15 minutes

Your performance in this class will be based on the quality, accuracy and timeliness of assignments, discussions, quizzes, and exams. Every student in this class can receive an A if they complete the required 90%. Grading is not done by the standard deviation method. It is up to you to complete all of your work!! Also for those of you with "test anxiety", you will notice that only 20% of your grade is based on the tests. This will be an interactive class. Assignments not completed by the specified deadline but submitted late will have 10% of grade points deducted at instructor's discretion.

Make up Policy

Occasionally students may have extenuating circumstances which can prevent them from completing the course work on time. If you find yourself falling behind because of forces beyond your control, please let your instructor know as soon as possible. You will be asked to give a schedule as to when you think you will be able to complete the work and your grade will not be penalized unless you fail to "makeup" the work. You may request an extension through NDSCS Distance Education.

Grading Scale

Letter grades will be awarded as follows:

LETTER GRADE	PERCENT
A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	Below 60%

Student-Instructor Communications

While an online class is available 24 hours a day and offers greater flexibility for the student and instructor, keep in mind that your instructor will not be available 24 hours a day. Instructors will check email, voicemail, and Cyber Office messages on a regular basis, but there may be times when they are unavailable due to other commitments and job responsibilities. Email, voicemail, or Cyber Office Messages will be responded to as time allows. As a general rule, you can expect your direct questions to be answered within 24 hours during week days.

When sending an email, please include your full name so your instructor knows who they are responding to. Often, the email address does not indicate who is sending the message.

Student E-Mail Accounts

NDSCS students are to use an NDSCS email account exclusively to ensure the lines of communication with your instructor and NDSCS are not broken, which often happens with other email providers. You can access your email account by following instructions at www.ndscs.edu/It-Setup. If

you need help accessing your NDSCS email, contact the NDSCS IT Service Desk at 800-342-4325 ext 3333 or ndscs.servicedesk@ndscs.edu.

To make your NDSCS email account your preferred email address, log into your CampusConnection account and check the “preferred” box by campus email.

The NDSCS e-mail system provides students with an entire suite of services such as:

- 10 GB storage for email
- Instant messaging through Skype for Business
- Rich calendaring
- Photo sharing
- Multi-browser support
- SMS alerts to mobile phones

Academic Integrity

Integrity is an NDSCS core value and there is an expectation that all students, as members of the college community, adhere to the highest levels of academic integrity.

Dishonesty in class, laboratory, shop work or tests is regarded as a serious offense and is subject to disciplinary action by the instructor and dean of the respective division. For more information, refer to the NDSCS Student Planner or [College Catalog](#) under College Policies and Basic Regulations of Conduct (page 32).

Types of Misconduct

Cheating: Intentionally using or attempting to use unauthorized materials, information, or study aids in any academic exercise.

Fabrication: Intentionally and unauthorized falsification or invention of any information or citation in an academic exercise.

Facilitating academic dishonesty: Intentionally or knowingly helping or attempting to help another to commit an act of academic dishonesty.

Plagiarism: Intentionally or knowingly representing the words or ideas of another as one’s own in any academic exercise.

Disabilities and Special Needs

If you have a disability for which you are or may be requesting an accommodation, you are encouraged to contact both your instructor and the **Student Accessibility Coordinator** (phone 671-2623, or toll-free 1-800-342-4325 ext. 3-2623) as early as possible in the term.

APPENDIX A ONLINE STUDENT PARTICIPATION AND CONDUCT GUIDELINES

Online courses are based on the premise that students learn best in a community. The instructor plays an important role, but this is a different role than most instructors play in the traditional, face-to-face classroom. While you may see a shift in the way classes work, you'll also notice that some things don't change: the practices of courtesy and respect that apply in the ordinary classroom also apply online, and may actually require more attention in this venue. Here are some guidelines:

1. **Get involved.** In the online environment, it's not enough to show up! Your voice must be heard in order to show your presence. Your comments are needed to add to the information, the shared learning, and the sense of community in each class.
2. **Be persistent.** Remember that for many this is a fairly new environment. Each instructor still sets the rules, and you need to abide by them; however, if you run into any difficulties, don't wait! Send your instructor an email immediately or post in the Discussion Area. Most problems are easily solved, but your instructor and your fellow students need to hear from you before they can help.
3. **Share tips, helps, and questions.** For many, taking online courses is a new experience. There are no dumb questions, and even if you think your solution is obvious, please share it by posting it in the Discussion Area. For every student who asks a question, there are 10 others wanting to know the same thing.
4. **Think before you push the Send button.** Did you say just what you meant? How will the person on the other end read the words? While you can't anticipate all reactions, do read over what you've written before you send it.
5. **Consider the context.** Remember that we can't see the grin on your face when you make a sarcastic comment, we can't see the concern on your face if you only say a couple of words, and we can't read your mind and fill in the gaps if you abbreviate your comments. So: help us "see" you by explaining your ideas fully.
6. **Ask for feedback.** Not sure how your ideas and comments will be taken? Remember there's a person on the other side. If you disagree with what someone has said, practice all your communication skills as you express that disagreement. "Flaming," or flying off the handle and ranting at someone is unacceptable; it is the equivalent of having a tantrum, something most of us wouldn't do in an onsite, face to face classroom.
7. **Act with respect.** Any discriminatory, derogatory or inappropriate comments are unacceptable and subject to the same disciplinary action that they would receive if they occurred in the face to face classroom. If you have concerns about something that has been said, please contact your instructor.
8. **Exercise integrity.** Plagiarism, cheating, and other violations of ethical student behavior are serious actions in a learning community. See Academic Integrity Policy in the course syllabus.
9. **Recognize the consequences.** Consequences of online student behavior that contradicts the NDSCS Academic Integrity policy will be addressed on an individual basis and in accordance with NDSCS Academic Integrity policy. Refer to the NDSCS Student Planner or College Catalog for more information.

*Adapted with permission from Dr. C. A. Keller, San Antonio College