**BUSINESS 40**—**SALES STRATEGIES—SPRING 2015** ONLINE **Section 39949**

Welcome to this class in Selling Strategies-ON LINE--Your instructor is:

Dr. Schock, Business Division Full-time Faculty since 1965

Retired 2009 after 47 years of teaching at WVC—Emeritus Faculty—Business Division; I have 15 years of i9teaching experience also at San Jose State University.

DO EVEN **#ed assignments in Sales application questions**

E V E N QUESTIONS ONLY—do not type question; Number and type the answer ONLY. Identify assignments

**Type your name on all assignments you submit**

West Valley College

14000 Fruitvale Avenue

Saratoga, CA 95070

408-741-2447

Email address: [schockme@justice.com](mailto:schockme@justice.com)

Merchant; full-time faculty from 1965-2009

Elected Division Chair 3 times

Elected Department Chair 5 times

Developed and Taught the Sales Certificate program—15 years—San Jose State University

P L E A S E READ THIS ENTIRE COURSE OUTLINE

**Sales Strategies Outcome: Develop useful sales strategies when interacting with others. Analyze, compare, and evaluate the various methods of selling. Assessment: Sales presentation, paper or examination.**

It’s best that you call first if you’re planning to stop by the office.

Office Hours are by appointment only.

II. OFFICE HOURS: Office E by Appointment only

a. Email him anytime you have a question; He usually respond within 48 hrs. unless he is out of town or at a conference.

1. This is an introductory course in Relationship Selling; you will learn the various aspects of selling methodology include the following;
   1. You as a salesperson—what it takes to be effective
   2. Selling as an honorable profession.
   3. What it takes to be successful in selling.
   4. Is a Sales Career right for you?
   5. An illustrated overview of selling.
   6. Why people buy
   7. Major concepts and issues in professional selling.
   8. Qualifying the prospect.
   9. How to Prospect and Farm effectively
   10. Ethical issues in selling.
   11. Learning the Golden Rule of selling.
   12. The use of Ipods, Power point, and other technological tools in selling
   13. Building honest relationships with your customer.
   14. Handling objections from price to “I want to think it over” customer comments.
   15. Learning several ways on how to close the sale.
   16. How to handle rejection, stress, and pressure
   17. Ice breakers and gaining interest in what you’re selling.
   18. Cold Call selling techniques and strategies.
   19. Understanding buyer behavioral patterns and buying signals.
   20. The future for salespersons.
   21. The soft versus the hard sell.
   22. Product knowledge
   23. What is the lifeblood of selling?
   24. How to decide which sales presentation method to use
   25. How to Negotiate when selling
   26. Tips on how to handle complex sales
   27. Knowing your prospect and buying audience.
   28. Elements of an effective sales presentation
   29. More closing strategies
   30. Service and follow up strategies
   31. Time management and self management’
   32. Classic sales cases
   33. Desert Survival Game and how it affects the selling process
   34. Optional Crossword puzzle quizzes
   35. Selling Globally and understanding cultural selling differences
   36. French v. American Salespersons
   37. Tips for dealing with cultural differences
   38. Selling on the Internet

mm. Tips for Selling on Ebay and other Internet sites

nn. Increasing your productivity

oo. Cold call strategies and telemarketing strategies

IV. Student learning Outcomes (SLOs)/Objectives: **Upon completion of this course, students should be able to:**

1. Know the relationship between Ethical selling, honesty selling, and dishonest selling.
2. Know how important selling REALLY IS in our society.
3. Understand that selling is an honorable profession.
4. Articulate the relationship between ethical business practices and success.
5. Understand the elements of a successful sales strategy, the elements of closing the sale, and understand when to honor your commitments.
6. Understand the essential elements in Behavioral Customer models
7. Use the computer to understand E-Commerce, the Internet, and understand how decisions are made in a simulated environment and know what factors will affect the business, sales, markets, and overall financial outcomes.
8. Use the computer to help construct effective sales presentations.
9. Know how to handle stress, anxiety, and failure.
10. Make a successful sales presentation.
11. Increase your productivity
12. Close more sales consistently
13. Know what to do when the going gets rough or when you fail.

The course CONTENT for this particular course is derived from the following textbook and material from Dr. Schock:

# TEXTBOOK—ABC’S of Relationship Selling through Service

**12th Edition—**Charles M. Futrell (do NOT use the 11th OR any previous  edition)

**ISBN Number : 97800802893-0**

**--------------------------------------------------------------------------------**

Drop into the ASSIGNMENT ONE drop box under lessons. EACH LESSON WILL HAVE ONLY ONE DROP BOX; DROP ALL ASSIGNMENT ONE REQUESTS INTO THE ONE DROP BOX ONLY. JUST BE SURE TO LABEL EACH REQUEST. DO NOT TYPE THE QUESTIONS; JUST DO THE EVEN NUMBERED QUESTIONS AND LABEL EACH OF THE REQUESTS. IT’S THAT SIMPLE.

**ASSIGNMENT 1**: **due before midnight, February 6, 2015—75 pts**

SALES APPLICATION QUESTIONS—PG. 33—12 edition-Futrell

answer questions 2 and 4 only—25 pts possible

What is meant by ‘THE GOLDEN RULE OF SELLING—PG. 36—25pts

What is meant by “Self serving it is not” pg. 38-39—25 pts.

PLEASE COPY AND PASTE INTO THE DROP BOX AT THE BOTTOM OF THIS LESSON NO LATER THAN BEFORE MIDNIGHT, FEBRUARY 6, 2015.

**ASSIGNMENT 2—due before midnight, February 12, 2015—75 pts**

SALES APPLICATION QUESTIONS—PG. 67—2 AND 4 ONLY

CASE 3.1—ANSWER ALL QUESTIONS—1-5—pg 69-70

TOTAL POINTS GIVEN 75

DROP BOTH ASSIGNMENTS INTO THE DROP BOX AT THE BOTTOM OF ASSIGNMENT TWO

**ASSIGNMENT 3—Due before midnight, February 20, 2015**

What is meant by the “black box approach”?—pg. 75

Sales Application questions—do only 2, 4, 6, 8, and 10—Pg. 94

What are three things you DON’T like about salespersons?

75 points possible

**ASSIGNMENT 4—Due before midnight, February 27, 2015**

Sales Application questions—pg. 126—do even only

Case 4.2—ALABAMA OFFICE SUPPLY—QUESTION ONE ONLY—

pg. 129

What are some keys to dress for success—pg. 131-134

75 points possible

**ASSIGNMENT 5—due before midnight, March 6, 2015**

Sales Application questions—pg. 158-159 answer even only

Read case 5a.3—answer both questions—pg. 173

Read case 5a.4—answer both questions—pg. 173-174

75 pts. Possible

**ASSIGNMENT 6—due before midnight, March 13, 2015—75 pts**

Sales application questions—do 2 and 4 only—pg. 202

What suggestions does the author have regarding not wasting your time while waiting to see a prospect? Pg. 199

Give three examples of major selling issues—pg. 201

**ASSIGNMENT 7—Due before midnight—March 20, 2015—75 pts**

Sales Application questions—pg. 221

Do even questions only

Case 7.2 Machinery Lubricants—read and answer question with at least five statements. Pg. 225

Compare and contrast three major selling issues on pg. 220

75 pts. Possible.

**ASSIGNMENT 8—due before midnight—March 27, 2015**

What is meant by THE NEED-SATISFACTION PRESENTATION METHOD? pg.233—give three full statements.

What is the best presentation method?—pg. 237—why?

What is the Warning that Dale Carnegie gives? Pg. 249

Why is follow-up and service important? Pg. 249

75 pts. Possible.

**Semester break—March 30-April 5, 2015---no classes**

**MIDTERM EXAM—MONDAY, APRIL 6, 2015—WED, APRIL 8**

**ASSIGNMENT 9—DUE BEFORE MIDNIGHT, APRIL 10, 2015—75 PTS**

Why is opening your presentation with questions so important? Pg. 266

What is meant by the NONDIRECTIVE QUESTION? Pg. 275

What are three rules for asking questions—pg. 276

**ASSIGNMENT 10—DUE BEFORE MIDNIGHT, APRIL 17, 2015—75 PTS**

What are some guidelines for using visual aids? Pg. 305

Do Sales Application questions—even only—pg. 311 and 312

What was meant by the words “Salesperson is unsure” pg. 317 and pg. 318 answer 2 and 4 only.

**ASSIGNMENT 11—DUE BEFORE MIDNIGHT, APRIL 24, 2015—75 PTS.**

Give four reasons why prospects commonly object to a presentation? Pg. 321

Compare and contrast the 6 major categories of sales objections

Pg. 327 and 328

**ASSIGNMENT 12—DUE BEFORE MIDNIGHT MAY 1ST, 2015—75 PTS.**

What is meant by the words “ask for the order and shut up”? pg. 357

What are the guidelines for “how many times you should try to close the sale? Pg. Pg. 357

On pg. 360 several essentials of closing the sale are discussed; choose three and compare and contrast.

**ASSIGNMENT 13—DUE BEFORE MIDNIGHT, MAY 8, 2015—75 PTS.**

Look at pg. 405 regarding do’s and don’ts for business people and choose three items and compare and contrast each one.

Case 13.1—California Adhesives Corporation—answer questions 1 and 2. Pg. 411

**ASSIGNMENT 14—DUE BEFORE MIDNIGHT, MAY 8, 2015—75 PTS.**

Sales Application questions—pg. 433—do even questions only

List five things you learned from this textbook—no Pg. Number

**ASSIGNMENT 15—BOOK REPORT—DUE BEFORE MIDNIGHT, MAY 15—100 PTS.** Choose any sales strategies paperback and write a book report (3-5 pages) as outlined elsewhere in this course syllabus

**Remember this: Complete lessons 1-14—Regarding the Sales Application questions, Do not type the question; simply label each question request and give at least three complete answers for each request.**

**BOOK REPORT DROP BOX—100 PTS. POSSIBLE**

**DUE Friday, May 15, 2015 before midnight**

**PLEASE NOTE: Since this is an ON LINE COURSE you are expected to do a minimum of 1.5—2 chapter LESSONS each week. I DO recommend you read at least two chapters per week. Read the chapter first; then, answer the questions; all answers can be found in Chapters you have read. You MUST take the mid term and final exam if you hope to pass this course with a C or better grade for the semester. ALSO, NOTE THAT IF I DO NOT RECEIVE ANYTHING FROM YOU AT THE END OF THREE WEEKS FROM THE BEGINNING OF THE SEMESTER, I MAY DROP YOU FROM THE CLASS. You must complete assignments each week and not wait until the end of the semester and turn in a pile of assignments.**

**Weekly ON LINE ASSIGNMENTS:**

You will need to complete ONLINE ASSIGNMENTS each week from the textbook and drop them in the Angel Drop Box for each assignment. Use a CURRENT VERSION of Microsoft Word to complete each lesson assignment. DO NOT USE **DO NOT USE** **Google Chrome** with ANGEL.

If you are using Firefox 4 or Internet Explorer 9, click below to get the correct version:

[Firefox 3.6](http://www.mozilla.com/en-US/firefox/all-older.html" \t "_blank)

[Internet Explorer 8](http://windows.microsoft.com/en-US/internet-explorer/downloads/ie-8" \t "_blank)

NOTE: if you have any concerns or questions, CONTACT ME FIRST via email at [schockme@justice.com](mailto:schockme@justice.com)

Any questions directed to the Deparment Chair will be bounced back to me; in other words, do not bother the Department Chair unless you have spoken or emailed me first and a reply was given.

DO NOT SEND ME ASSIGNMENTS AT MY EMAIL ADDRESS; ALL EVEN NUMBERED ASSIGNMENTS MUST BE DROPPED INTO THE RESPECTIVE WEST VALLEY COLLEGE ANGEL DROP BOX. IF YOU HAVE NOT TAKEN AN ONLINE CLASS BEFORE OR HAVE NOT USED THE ANGEL SOFTWARE, TAKE THE FREE TUTORIAL ANGEL CLASS TO BRING YOU UP TO SPEED. DO NOT SEND ME ANY ASSIGNMENTS TO MY EMAIL ADDRESS; THEY WILL BE PROMPTLY RETURNED AND NO CREDIT SHALL BE GRANTED.

V. **Class Meetings and grading issues**—We will meet ONLINE and will have lectures, videos, DVDs etc. Dr. Schock’s email is [**schockme@justice.com**](mailto:schockme@justice.com)

**REMINDER; Do not send any assignments to my email address as they will be returned to you immediately with no credit assigned. Send assignments only THROUGH THE WVC ANGEL NETWORK.**

You will have two objective ON LINE exams; one is at the end of chapter 8 and the other objective exam is at the end of Chapter 14.

(9-14 ONLY) There will be 100 objective questions on each exam. The exams will be open book, open notes. A Percentage Percentile will be used to assigned grades. 50 percent of your semester grade will be based on the two examinations; 50 percent will be based on the REQUIRED EVEN numbered assignments completed in this course outline. You will be given the following FOUR day window in which to choose to complete the one hour OBJECTIVE exam; Midterm: Chapters 1-8; window (100 objective questions) opens MONDAY, APRIL 6, 2015 at 9 a.m. and closes on Wednesday, APRIL 8, 2015 at MIDNIGHT. (90 Minutes) Although this is a one-hour exam, I will give you 90 minutes to complete the exam. Final Exam (CHAPTERS 9-14) window (100 objective questions) opens Monday, MAY 18 at 9 a.m. and closes on THURSDAY, 21ST at MIDNIGHT. Since this is the final exam, I will give you 120 minutes (2 hours to complete the exam) no pauses or time outs when once you start the midterm or final exam. CHOOSE WHICH DAY AND TIME YOU WISH TO TAKE THIS ONE HOUR EXAM AND MARK YOUR CALENDARS. EVEN THOUGH THIS ONE HOUR EXAM IS EASY TO COMPLETE, I WILL GIVE YOU A FULL 120 MINUTES TO FINISH THE final EXAM. SORRY, NO MAKE UP EXAMS ALLOWED. ONCE YOU BEGIN THE EXAM, NO PAUSES OR TIME OUTS WILL BE ALLOWED. (the final one hour objective exam will be timed at 120 minutes) You must take both exams if you hope to earn a C grade or higher for the semester. Note: if you do not complete the REQUIRED assignments, you may be given an automatic INC (I-F) for the semester. You will have one school year to make up the work; otherwise, the I-F will turn to an F. Again, you must take both exams if you are interested in earning a C or higher grade. AGAIN, PLEASE NOTE; DO NOT SEND ME ANY ASSIGNMENTS VIA my separate student EMAIL ADDRESS.

ALL ASSIGNMENTS MUST BE SENT THROUGH THE WVC ANGEL NETWORK.

YOU MUST NOTIFY ME IF YOU HAVE A CERTIFIED DISABILTY AD HAVE CLEARED IT ALSO WITH WVC’S MR. MIKE SCALETTE AT 408-741-AFTER THAT TIME, ONLY GRADES WILL BE ISSUED. SORRY, NO EXCEPTIONS.

You are requested to read a book on the subject of selling and write a 3-5 page paper summarizing the book you read; drag and drop it into the extra credit paper drop box. This assignment is due 1 week before the final exam period.

VIII. **SUMMARY of Grading policy:**

**(1) You must take the SALES midterm exam and the SALES final exam and complete the majority of cases and assignments OR YOU WILL NOT PASS THE COURSE. The midterm exam will be available in a three-day window slot, which means you can take the exam ONLY at THE TIME posted in Angel. No time-outs or pauses will be allowed. The ONE HOUR midterm exam is composed of 100 OBJECTIVE questions FROM THE TEXTBOOK (TWELTH Edition only); but, you will be given 90 MINUTES IN WHICH TO COMPLETE THE MIDTERM EXAM. NO TIME OUTS, PAUSES, OR RESTARTS ONCE YOU BEGIN THE EXAM. THE FINAL EXAM ALSO WILL BE COMPOSED OF 100 QUESTIONS, BUT YOU WILL HAVE 120 MINUTES TO COMPLETE THE EXAM.**

**(2) Read ONLY ONE current book or paperback on selling strategies and develop a summary paper (3-5 pages only) on the topic; list the title and write a double spaced report on it AND drop it in the drop box on line ONE WEEK BEFORE THE FINAL EXAM PERIOD; I do NOT accept any email attachments. PLEASE make a back up copy of every assignment you complete. Please note: if you do not take the midterm or final exam, you cannot hope to earn a C or higher grade. HERE ARE THREE SALES BOOKS I RECOMMEND (THEY’RE ALSO AVAILABLE IF YOU SEARCH ON GOOGLE OR IF YOU LIVE NEARBY, YOU CAN PICK UP A COPY AT ATT COPY CENTER AT THE CORNER OF WINCHESTER AND HAMILTON AVENUE HERE IN SAN JOSE, CA OR ORDER IT ON LINE: (these books are only suggestions; you may choose any other sales strategies book that is less than 8 years old.**

**The 25 Most common Sales mistakes and how to avoid them—Stephen Schiffman—ISBN 13 978 1-59869821-3**

**The 25 Sales Habits of Highly Successful Salespeople—3rd edition—Stephen Schiffman—ISBN 13-978-1-59869757-5**

**Jeffrey Gitomer’s Sales Bible—The Ultimate Sales Resource—Sales Success—**

**ISBN978006137940-6**

**When you do a book report, write at least 3-5 pages summarizing the book and state what you learned from reading the book.**

50 percent of your semester grade will be based on results of EACH of the exams performance.

50 percent of your semester grade will be based on your (EVEN) ON LINE ASSIGNMENTS PROMPTLY TURNED IN EACH WEEK PLUS YOUR REQUIRED BOOK REPORT ON SELLING STRATEGIES and assigned case evaluations. One week’s grace is permitted for late papers. ALL PAPERS AND PROJECTS ARE DUE TWO WEEKS BEFORE THE FINAL EXAM WINDOW OPENS. MARK YOUR CALENDARS NOW. Do not be late or you will lose points. PLEASE DO NOT WAIT UNTIL THE END OF THE SEMESTER AND THEN TURN IN A BUNCH OF ASSIGNMENTS. DO A LESSON EACH WEEK AND TURN IN 1-2 ASSIGNMENTS EACH WEEK IF YOU CAN IS BEST ADVICE I CAN GIVE YOU TO STAY ON TRACK IN THIS CLASS.

**Students with documented disabilities**—please note

**· West Valley College makes reasonable accommodations for persons with**

**Documented disabilities. Students should notify the Disability and**

**Educational Support Program (DESP) at 741-2010 of any special needs.**

**YOU MUST FILE AN APPLICATION FOR DESP ACCOMMODATIONS DURING THE FIRST TWO WEEKS OF SCHOOL; SORRY, NO EXCEPTIONS BECAUSE DESP NEEDS TO EVALUATE YOUR APPLICATION, TEST YOU, AND VERIFY THAT YOU ARE QUALIFIED TO HAVE EXTRA TIME TO TAKE THE EXAM. THEY MUST NOTIFY ME BEFORE WE CAN ALLOW YOU THIS ACCOMMODATION.**

**· Any student who may need an accommodation based on the impact**

**of a disability (visible or not) should contact me privately to discuss**

**your specific needs. You should also contact DESP (408.741.2010 or**

**408.741.2658 TTY) to coordinate reasonable accommodations for your verified**

**Disability. If you have a disability, you must contact DESP or me within the first two weeks of school.**

**· ADA Statement: The American with Disabilities Act (ADA) is a federal**

**anti-discrimination statute that provides comprehensive civil rights**

**protection for persons with disabilities. Among other things, this**

**Legislation requires that all students with disabilities be guaranteed a**

**learning environment that provides for reasonable accommodation of their**

**disabilities. If you believe you have a disability requiring an**

**Accommodation, please contact DESP in the Learning Services Building**

**(408.741.2010 or 408.741.2658).**

**If you have any questions about the statements, please call DESP at 408.741.2010**

**Emergency Information--West Valley College Classes**

In the RARE event of the following situations, the West Valley College Safety

Committee requests that you follow the directions below:

**FIRE ALARM OR EVACULATION NOTICE**

If the fire alarm sounds in the building if you are on campus OR an evacuation command is requested by an administrator OR Campus Police, follow your instructor to the designated assembly area (see maps at the back of each classroom). Take your VALUABLES with you. After your instructor checks that all students are accounted for and the official "ALL CLEAR" is given, you will be instructed when to leave the area. The nearest fire alarm is near the Business Division Office.

The nearest Fire Extinguisher is in the Business Division Office.

Call 911 to report a fire before you attempt to put it out.

Inform the division or department secretary that 911 has been called and where the emergency is located.

**EARTHQUAKES**

If an earthquake occurs, immediately take cover under a sturdy desk, table, or other furniture OR Drop to the floor, fold arms on floor close to your knees and bury face in arms.

Move away from windows and wall shelves and heavy equipment.

Do NOT run outside during the shaking--you may fall and be injured

**EVENING SAFETY ESCORTS**

Escorts are available and highly recommended from 4-10 p.m. Monday--Thursday at NO COST during the Fall and Spring semesters. Call the District Police Office at 741-2092 to arrange an escort.

**INJURY OR ILLNESS**

If you or someone is injured or ill while on campus, contact the Student Health Center for first aid assistance, follow up care or referrals. Report to the Student Health Center all student accidents that occur on campus or at college sponsored activities.

Student Health Emergency Line: Ext. 222. Call for First Aid assistance.

Life Threatening Emergencies like heart attacks, strokes, etc., call 911

From the college offices, dial (9); then, 911.

**MAJOR DISASTER or TERRORIST threat OR EVENT**

A Command Center will be set up immediately at the Campus Center in the event of a major disaster when phones may not be working and outside assistance is not readily available. A representative of your building or class should be sent to report problems or injuries.

If you cannot continue or complete the class because of some situation or issue in you life, YOU must drop the class; I will NOT drop you unless you turn in NO work You signed up; therefore, you must drop the class if do NOT wish to continue.

Have a productive and rewarding semester.

The following page shows an example of how to complete the electronic title page and label for the front of your electronic report:

**Business 40—Sales Strategies**

Your first and last name (circle last name)

Student ID number \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Subject: Name of the Sales Book you read

**3-5 page report**

**double space—12 font**

**one inch margins all around**

DUE FRIDAY MAY 15, 2015 BY MIDNIGHT

Date of Report:

S P R I N G 2015

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Dr. Schock

FACULTY EMERITUS

West Valley College

100 pts possible