



-
- Instructors:** Robert Roy, Room 3C74 Agric, 966-4029, rob.roy@usask.ca
Fred Matiko, 931-5341, fmatiko@sasktel.net
Brian Innes (teaching assistant) Room 3D78 Agric, 966-4039, brian.innes@usask.ca
- Time:** Term 2 – Winter 2007/08 (Jan – April, 2008), Wednesday 1:30pm-4:30pm, Room 1E79 AgBio
- Prerequisites:** COMM 200 or COMM 204 or AGECE 343 or permission of the instructor
- Course limit:** 30 students
- Course Website:** <http://homepage.usask.ca/~rgr443/>

Required Text: *Professional Selling: Skills for Sales Success* – School Edition 2004, Published by the Canadian Professional Sales Association.

Due to the recent strike action, this textbook is not available at the University bookstore. It can be purchased at the Department of Bioresource Policy, Business & Economics (formerly Agricultural Economics) main office in Room 3D34 for \$40.

Students will be required to read the assigned materials from the course manual before each class. Also please bring the course manual to class each week.

Course Description

In this course students are introduced to the principles of salesmanship and their application to agricultural business. Emphasis will be placed on the application of principles to real-world situations and on building selling skills through class projects. Students will learn tactical selling skills, develop self-management skills, and study strategic selling techniques. Policies (current and impending) and regulations governing salesmanship are discussed.

Course Learning Outcomes

The major objective of this course is to provide students with an understanding of the sales process and the principles associated with effective selling. The course will also provide an overview of the basic knowledge and skills needed to be a successful agribusiness salesperson.

Specifically this course is designed to:

- introduce the fundamentals of sales,
- examine the psychology of selling
- provide an understanding of the sales process,
- demonstrate tactical selling skills
- assist in acquiring and developing strategic selling skills,
- introduce sales presentation methods and develop the ability to apply sales skills,
- develop the ability to communicate - briefly, effectively, and persuasively,
- encourage an appreciation for, and an understanding of, the importance of sales in an agribusiness environment.
- outline and develop the personality traits for sales success
- examine consumer behaviour and present methods for achieving customer satisfaction and retention
- examine self-management skills
- examine the social, ethical, and legal issues in selling
- discuss retail business, services and non-profit selling

Course Work and Evaluation

This is a combination lecture/seminar course. Students are required to attend all class meetings and to participate in the discussions with the instructors and industry professionals.

The final grade in the class will be based on the following:

Assignments (7-10 throughout term)	20%
Individual Written Sales Proposal (due March 19)	25%
In-Class Team Presentation (April 2)	15%
Class Participation	10%
Final Exam	30%
TOTAL	100%

- There will be about 7 to 10 assignments handed out throughout the term. These will consist of one or two short questions applying the sales material from the text.
- Each student is required to prepare a written sales proposal due on March 19. More information outlining the structure and content of a sales proposal will follow in upcoming classes.
- The in-class team presentations will be presented on April 2. The teams will consist of two students and will be 7 minutes in length plus 5 minutes for questions (total of 12 minutes). More information outlining the structure and content of the presentations will follow in upcoming classes.
- Ten percent of the final grade will be based on class participation. This grade will be based on the following: student's questions to the instructors and guest presenters, student response to questions that are systematically directed to individual students over the course of the term, involvement and contribution in class activities throughout the term. The *quality* of the student questions asked and student answers will be more important than the *quantity*.
- Thirty percent of the final grade will be based on a two-hour final written exam.

Additional Reading Material

You are responsible for all lecture material including guest lectures, any material handed out in class or placed on the course website, and all assigned course readings. There will also be invited guest lectures by individuals from both private industry and public institutions. When invited speakers attend class, students should come prepared to be involved in a discussion. Material will be handed out in class or posted on the course website by the instructors and invited speakers when available. In addition, links to sales and selling information will be made available through the course website.

Course Outline

This course provides students with the opportunity to develop fundamental selling techniques. Through the use of assignments, structured activities, and interviews with sales practitioners, students will learn about the basic skills needed to succeed in a sales career. Students will explore the sales process and study effective sales techniques. Major topics covered in the course, together with the required reading and corresponding class date are presented below. The topics and corresponding dates may deviate slightly from those listed due to the differing length of each topic and industry professional presenting in class.

Class Date	Required Reading	Topic for Discussion
Jan 9	Chapter 1	Personality Traits for Sales Success
Jan 16	Chapter 2	Using Time Effectively
Jan 23	Chapter 3	Professional Behaviour and Development
Jan 30	Chapter 4	The Psychology of Selling and Development of Sales Proposal
Feb 6	Chapter 5	The Territory Plan – Strategies and Tactics
Feb 13	Chapter 6	Business Creation - Prospecting
Feb 20	No Classes	Mid-Term Break
Feb 27	Chapter 7	Using the Telephone to Get an Appointment
Mar 5	Chapter 8	The Consultative Selling Process
Mar 12	Chapter 9	The Anatomy of the First Visit
Mar 19	Chapter 10	Presentation Skills
Mar 26	Chapter 11 & 12	Negotiation Skills & Customer Relationship Building
Apr 2		Group In-Class Presentations