

BUS1145 Sales, Intro

Course Syllabus

COURSE REQUIREMENTS

Sales, Intro. is an introductory course. All students are eligible to enroll. It is a prerequisite to BUS2445 - Sales II.

COURSE DESCRIPTION

In today's workplace, marketing gets the lion's share of attention, but the best product or service is worthless unless you can convince someone to buy it. Marketing gets a product noticed, but good salesmanship seals the deal. This course will equip students with the fundamentals of good salesmanship.

The Student will learn what to do before, during and after a sale. They will explore how to generate and develop sales leads and how to meet the needs of the customer while pursuing the objectives of the company. This course will allow students to succeed in a competitive marketplace.

LEARNING OBJECTIVES

Sales, Intro will focus on the basics of good salesmanship. It is designed to equip a student with practical, hands-on strategies to sell effectively. It will discuss the relationship between sales and marketing and how to generate specific interest in a product or service. It will also touch on the basics of ethical salesmanship and highlight specific sales strategies. By the end of this course all students should:

- Understand the distinction between sales and marketing
- Identify the basic cornerstones of ethical salesmanship
- Learn the basics of a good sales pitch and how to sell yourself
- Learn strategies for developing leads
- Understand the role of good communication in sales
- Understand how to analyze consumer behavior
- Explore ways to anticipate consumer needs

ATTENDANCE

Attendance is mandatory for all students. Excellent attendance is imperative for mastery and application of the information dispensed. Whether you are sitting at a desk in a classroom or attending via Skype, your attendance is vital to your success. Late arrivals are distracting and disrespectful. Please refrain from being tardy. Grades will be affected by absences and tardiness. Participation in class is a prerequisite. You learn from lectures, discussions and presentations.

CLASSROOM BEHAVIOR

Students are expected to treat all persons with respect. We should all conduct ourselves in a courteous and responsible manner. Be considerate, you can disagree, don't insult.

Please set all your electronic devices to silent during class so as not to be a disturbance to others in the class.

TUTORIAL ASSISTANCE

We maintain an open-door policy for our students. We are absolutely willing to discuss any matter that may arise during the course. If you have any questions, problems, or need help with the course material, we urge you to reach out as soon as the issue arises. If you want to contest a grade, you must do so within 48 hours and put it in writing. Please ask your student advocate for help. If you do not have a student advocate send an email to: tutordept@usilacs.org.

NON-DISCRIMINATORY STATEMENT

All students regardless of age, race, gender, religion, physical disability, class, etc., shall have equal opportunity without harassment in this course. Any problems with or questions about harassment can be discussed confidentially via email at: hr@usilacs.org.

DRESS CODE

For students enrolled who are attending in a classroom or via Skype, please be sure you are dressed modestly and respectfully. Please refer to www.merriam-webster.com/dictionary/business%20casual. NO short shorts or skirts. Avoid low-cut tops. We want to present ourselves in a dignified manner at all times.

NETIQUETTE

- Always read through all the comments of the class before responding. This will avoid duplicating comments or questions asked.
- Avoid language that could be offensive. All profanity is strictly prohibited. Remember that using all caps when replying online signifies shouting. This would be rude and combative.
- Be sensitive to the fact that there will be fellow students from all parts of the world with many differing backgrounds and languages. Remember that slang and idioms will most likely be misconceived and/or misinterpreted. These should be avoided.
- Respect others views or opinions.
- Be thoughtful of the privacy of others. Ask permission before sharing email addresses or other personal information.
- Do not forward inappropriate material such as: virus warnings, chain letters, jokes, etc. The sharing of pornographic material is strictly prohibited.
- Use good spelling and grammar. Avoid using texting shortcuts.
- Strive to compose your comments in a positive, supportive and constructive manner at all times.

Any of these offenses will be dealt with by the school disciplinary committee.

ADA ACCOMMODATIONS

All reasonable accommodations will be provided for students with disabilities. Any student attending USILACS who needs an accommodation due to a chronic challenge (i.e. blindness, deaf or hard of hearing, mobility issues, psychological, or learning disability), register with:

USILACS Registrar's Office
1221 Brickell Ave.
Miami, FL 33131
1-305-330-2202
registrarsoffice@usilacs.org

ACADEMIC DISHONESTY/CHEATING

We encourage collaborating with others, either in person or online, to study and learn. When you complete your assignments or your exams, however, the wording has to be your own.

Plagiarism is the theft of someone else's work and ideas. You are permitted to cite or even quote someone else, however you must properly cite them. There are two accepted ways of doing this. They are known as Modern Language Association (MLA) or American Psychological Association (APA). You can visit www.citationmachine.net for help in correctly citing information.

As a school that strives to maintain high moral standards, we strongly caution our students to be ethical and honest. Endeavor to be honest in conducting yourself in regard to any coursework you accomplish or exams you may take. Cheating is a dishonest practice.

REFERENCE MATERIALS

The vast majority of textbooks are outdated by the time they are published. USILACS education programs are not based upon outdated printed textbooks. USILACS programs are based on the most accurate and reliable knowledge available; specifically, up-to-date vetted internet-based information.

For those who would like some reference or Internet search recommendations, we would recommend the following:

(2019) 38 powerful sales techniques to turn your prospects into customers. The Entrepreneur Handbook.

(2010) The Power of Selling. Kimberly Richmond. The Saylor Foundation.

(2010) Principles of Marketing. Ethics in Sales and Management. University of Minnesota.

How to Give an Elevator Pitch (With Examples). Indeed Career Guide.

MINIMUM REQUIRED SUPPLIES

All students will need all of the following:

- Computer with camera, microphone, and speakers.
- Skype installed on the computer with an active Skype account.
- Internet
- Printer
- Notebook paper
- Pens/pencils

If the student does not have a computer or internet, there will be some available for use at the school in the computer lab.

GRADING SYSTEM

There will be three tests throughout the course. Each test will count for 33.3% of the final grade.

Grade	Percentage	Grade Point
A+	99	4.0
A	97	3.8
A-	94	3.7
B+	89	3.3
B	85	3.0
B-	81	2.7
C+	77	2.3
C	73	2.0
C-	69	1.7
D	66	1.0
F	59	0.0

All students must earn at least a “D” in order to pass the class.

ASSIGNMENTS

Email Campaign -

Using your current business or product or creating a new one, identify your target audience and develop a targeted email campaign to reach potential clients. Write a series of 6 emails designed to engage and interest potential clients.

Elevator pitch -

Develop a five-minute speech that outlines the benefits of your product or service. Focus on the reason the recipient needs your product and what would move him to buy-in.

Spontaneous interview -

Prepare for an interview with an individual that has authority in a field that you would like to work or subcontract for. In an impromptu manner highlight your skills and how you would bring value to the company. Convince the individual that their company needs you in order to prosper.

WEEKLY ASSIGNMENTS

Week 1	Overview of course and coursework The Art of Sales
Week 2	The difference between Sales and Marketing
Week 3	Fundamentals of Good Salesmanship
Week 4	Communicating with Customers <i>Email Campaign Due</i>
Week 5	<i>Video review and Exam</i>
Week 6	Ethical Salesmanship
Week 7	Networking to Develop leads
Week 8	Public Speaking and Interpersonal Relationships <i>Deliver Elevator Pitch</i>
Week 9	<i>Video review and Exam</i>
Week 10	Analyzing Consumer Behavior
Week 11	Anticipating Consumer Needs
Week 12	Selling Yourself <i>Spontaneous Interview</i>
Week 13	<i>Video review and Final exam</i>