

BUS2445 Sales II

Course Syllabus

COURSE REQUIREMENTS

This course requires the completion of BUS1145 Sales, Intro

COURSE DESCRIPTION

When you think of computer tablets, rotisserie grills or beauty products delivered in pink cars, can you picture the salesperson who made that product famous? All of these salespeople took an item that we may not have wanted and made it indispensable to millions of people. A good salesperson is vital to the success of a company.

This course will help the student not only help customers to recognize products and services, but to purchase them. It will reveal ways to develop customer loyalty and drive sales. The student will learn how to create a positive customer experience which will ensure repeat sales.

LEARNING OBJECTIVES

Sales II will expound on ways a salesperson can develop a winning mindset towards sales. It will discuss how to build a good sales team and outline steps in sales planning and process with the goal of repeat sales. By the end of the course the student will learn:

- The attitude and qualities required of a sales professional
- Sales strategies
- Customer relationship management
- Successful sales presentations
- The role of planning and reporting in sales
- How to design a sales process
- How to craft a positive customer experience

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:

Management Study Guide. Marketing Management (online).
(2010) The Power of Selling. Kimberly Richmond. The Saylor Foundation.

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

Mind Map -

Choose a product or service and research its target customer. Draw a mind map detailing their concerns, areas of interest and possible motivations for buying your product.

Sales Pitch -

With your target customer in mind develop a sales pitch that is convincing without being pushy and deliver it in class. Students will take turns as a salesperson or customer.

Research Report -

Write a 7-page paper on a popular company and analyze how they built brand loyalty and continue to grow their consumer base.

WEEKLY ASSIGNMENTS

Week 1	Overview of course and coursework Introduction: Successful Sales
Week 2	Developing the Right Mindset
Week 3	The Attitude and Qualities needed of a Salesperson
Week 4	Know Your Customer! <i>Mind Map Due</i>
Week 5	<i>Video review and Exam</i>
Week 6	Sales Strategies
Week 7	Customer Relationship Management
Week 8	Crafting Sales Presentations <i>Sales Pitch Due</i>

Week 9	Video review and Exam
Week 10	Sales Planning and Reporting
Week 11	Designing a Sales Process
Week 12	Building Loyalty <i>Research Paper Due</i>
Week 13	Video review and Final exam