



## 1. Instructor



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Physical Office: A422, Tuesdays and Thursdays, 1:30 – 5:30 pm  
Virtual Office: via email or instant message anytime.

## 2. Course

**PRINCIPLES OF SELLING**  
MRKG 2333.51440 (908219)  
Fall 2014  
(3 credit hours)

## 3. Class Days/Hours

[eCampus.dcccd.edu](http://eCampus.dcccd.edu)  
Accelerated Online Distance Learning Environment  
Monday – Thursday  
October 20 – December 11, 2014

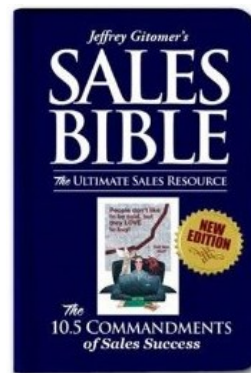
## 4. Course Description

Overview of the selling process. Identification of the elements of the communication process between buyers and sellers. Examination of the legal and ethical issues of organizations which affect salespeople. Students are required to have demonstrated college-level "reading, writing and/or math skills" prior to enrolling in this course. Students should also be well-suited for distance learning by passing the [SmarterMeasure](#) assessment.

## 5. Textbooks



*SELL*<sup>4</sup>, 4th ed. (2015)  
Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, Charles H. Schwepker, Jr., Michael R. Williams  
ISBN-10: 1285164725 | ISBN-13: 9781285164724



*Sales Bible: The Ultimate Sales Resource*, new edition (2008)  
Jeffrey Gitomer  
ISBN-10 0061379409 | ISBN-13: 9780061379406

## 6. Course Objectives, Assessing Outcomes & Schedule

End-of-Course Outcomes: Define the selling process and its application to all forms of sales; identify the elements of the communication process between buyers and sellers in business; and examine ethical issues and legal restrictions of business. Assessing outcomes include:

<i>This course teaches critical work functions and associated key activities identified and validated by the National Retail Federation's Customer Service and Sales Skill Standards, a national system of standards, assessments, and certification of skills and knowledge needed to succeed in sales and service positions within the retail, wholesale, personal services, and real estate industries, as well as other professional marketing opportunities.</i>	
I.	Prepares for selling: <ol style="list-style-type: none"> <li>1. Reviews and understands future sales goals and how they are based on current and past performance.</li> <li>2. Develops and implements strategy for selling products or services.</li> <li>3. Familiarizes self with pricing strategies and policies.</li> <li>4. Identifies and prioritizes potential customers within market target area.</li> </ol>
II.	Gains customer commitment and closes sale: <ol style="list-style-type: none"> <li>1. Observes customer for verbal or body language signs indicating that he or she is ready to complete the sale.</li> <li>2. Engages in negotiation process.</li> <li>3. Closes and confirms sale with customer.</li> <li>4. Discusses specifics of the sale (delivery and/or installation date, warranties, product protection plan).</li> <li>5. Handles sales transaction.</li> </ol>
III.	Develops and implements a sales follow-up plan: <ol style="list-style-type: none"> <li>1. Follows up with customers regarding suggestions for future purchases.</li> <li>2. Maintains contact with customers through correspondence, phone calls and casual contacts in community.</li> <li>3. Converts returns to exchanges.</li> <li>4. Analyzes and evaluates the effectiveness of prospecting methods, sales strategies, and marketing/ merchandising plans, and makes any necessary adjustments.</li> </ol>

#	Week	Items	Due Date	<i>SELL<sup>4</sup> by Ingram, LaForge, et. al</i>	<i>Sales Bible by Gitomer</i>
1	10/20/2014		Thursday, 10/23/2014 11:59 p.m. CT	1. Overview of Personal Selling	Introduction
2	10/27/2014	Discuss I Exam I	Thursday, 10/30/2014 11:59 p.m. CT	2. Building Trust and Sales Ethics 3. Understanding Buyers	1. The Rules. The Secrets. The Fun. 2. Preparing to WOW! the Prospect
3	11/3/2014	Assign I	Thursday, 11/6/2014 11:59 p.m. CT	4. Communication Skills	3. Please Allow Me to Introduce Myself
4	11/10/2014	Discuss II Exam II	Thursday, 11/13/2014 11:59 p.m. CT	5. Strategic Prospecting and Preparing for Sales.... 6. Planning Sales Dialog and Presentations	4. Making a Great Presentation 5. Objections, Closings, and Follow-up
5	11/17/2014	Assign II	Thursday, 11/20/2014 11:59 p.m. CT	7. Sales Dialog: Creating and Communicating	6. Woes and Foes 7. All Hail the King ... Customer
6	11/24/2014	Discuss III Exam III	Wednesday, 11/26/2014 11:59 p.m. CT	8. Addressing Concerns and Earning Commitment 9. Expanding Customer Relationships	8. Spreading the Gospel 9. Networking ... Success
7	12/1/2014	Assign III	Thursday, 12/4/2014 11:59 p.m. CT	10. Adding Value: Self-Leadership and Teamwork 11. Sales Management and Sales 2.0	10. Prophets and Profits
8	12/8/2014	Assign IV Discuss IV Exam IV	Thursday, 12/11/2014 11:59 p.m. CT		11. Up Your Income! 12. Can I Get an Amen?!

## 7. Assessment & Grading Methodology

Assessment Method	Objective	Points	
Assignment I (Sales Bible)	I	60	300
Assignment II (Sales Bible)	I, II	70	
Assignment III (Sales Bible)	II, III	80	
Assignment IV (Sales Bible)	I, II, III	90	
Exam I (SELL chapters 1-3) 20 questions, 3 points each	I	60	600
Exam II (SELL chapters 1-3, 4-6) 40 questions, 3 points each	I, II	120	
Exam III (SELL chapters 1-6, 7-9) 60 questions, 3 points each	II, III	180	
Exam IV (SELL chapters 1-9,10-11) 80 questions, 3 points each	I,II, III	240	
Discussion Participation	I – III	100	100
<b>TOTAL</b>			<b>1000</b>

Total Points	Grade
900-1000	A
800-899	B
700-799	C
600-699	D
< 600	F

## 8. Drop Procedures

If you are unable to complete the course or courses for which you have registered, it is your responsibility to withdraw formally from the course. You need to speak with and obtain the signature of the course instructor to drop the course. If the instructor is not available, a counselor, advisory, or dean may sign the drop form. Failure to drop will result in a performance grade, usually a grade of "F." The last day to withdraw from this class is **Wednesday, November 26, 2014**.

## 9. Attendance & Online Class Participation

As an online distance learning course, students **MUST** regularly contribute to the ongoing discussion boards several times each week throughout the entire course to fully satisfy the attendance requirement of this class. This grade is determined subjectively, based on both the quality and frequency of each discussion contribution. In general, the more students actively participate, the higher the grade. A minimum of one original post and two relevant replies to other student posts per discussion thread is required for a passing grade. There will be a total of four (4) discussion forums, each containing approximately five (discussion) threads, and each worth 25 points.

## 10. Exams & Assignments

Exams are located under the "Exams" tab in eCampus. Each online exam covers material from the textbook *SELL*<sup>4</sup>. Because learning about personal selling is a progressive process, each exam will cover all material studied from the beginning of the semester to date; hence, the first exam will consist of 20 multiple choice questions worth three (3) points each, totaling 60 points. The second exam will consist of 40 questions worth three points each, totaling 120 points. The third exam will consist of 60 questions worth three points each, totaling 180 points. The fourth exam, which serves as a comprehensive exam, will consist of 80 questions worth four points each, totaling 240 points. Students

may take each test as many times as they wish; however, they **MUST** take each exam at least once **BEFORE** the due date listed on the syllabus. If the exam is not attempted at least once by the listed due date, the student's score will automatically receive a zero for that exam.

Following the above referenced course schedule, students will also complete four (4) written assignments based on material from *The Sales Bible*.

## 11. Changes to this Syllabus

The instructor reserves the right to modify dates, times, and other requirements for all class presentations, testing and assignments if unforeseen circumstances cause such an adjustment. Students will be notified of changes in writing.

## 12. Learning Objectives and SCANS

SCANS, the U.S. Departments of Labor and Education "Secretary's Commission on Achieving Necessary Skills," identify the skills that most employers need the most from their workers and are subsequently predictors of success in the workplace. This course provides learning outcomes resulting in the mastery of certain SCANS skills which correspond to the highlighted Course Objectives:

SCANS FOUNDATION SKILLS		
BASIC SKILLS	THINKING SKILLS	PERSONAL QUALITIES
1.a. Reading	2.a. Creative thinking	3.a. Responsibility
1.b. Writing	2.b. Decision making	3.b. Self-esteem
1.c. Arithmetic/Math	2.c. Problem solving	3.c. Sociability
1.d. Speaking	2.d. Thinking logically	3.d. Self-Management
1.e. Listening	2.e. Seeing things in the mind's eye	3.e. Integrity

SCANS WORKPLACE COMPETENCIES				
MANAGING RESOURCES	INTERPERSONAL SKILLS	INFORMATION SKILLS	SYSTEMS KNOWLEDGE	USING TECHNOLOGY
4. a. Manage Time	5.a.Work on Teams	6.a Acquire/evaluate data	7.a. Work in social systems	8. a. Select equipment/ tools
4.b. Manage Money	5.b.Teach Others	6.b.Organize/maintain data	7.b.Work in technological systems	8. b. Apply technology to tasks
4.c. Manage Materials	5.c. Serve Customers	6.c. Interpret/communicate data	7.c. Monitor/correct systems	8.c. Maintain/troubleshoot technologies
4.d.Manage Space	5.d. Lead Others	6.d. Process data with computer	7.d. Design/improve systems	
4.e. Manage Human Resources	5.e. Negotiate Conflict			
	5.f. Work with Diversity			

### 13. Intellectual Competencies & Education Objectives

This course complies under the Workforce Education Course Manual (WECM), a statewide inventory of workforce education courses offered for semester credit hours and Continuing Education Units (CEUs), and is also included in the [Academic Transfer Program](#) as described in the El Centro College catalogue.

### 14. Classroom Rules & Expectations

All tests, assignments, discussion boards, and other required materials **MUST** be completed by the assigned date listed in the Course Schedule. **Late assignments will receive no credit**, unless the instructor provides special provisional dispensation.

All online students are required to follow the basic rules of Virginia Shea's *Netiquette* (e.g., Internet Etiquette) by being courteous, respectful, and showing cooperative behavior at all times while online. For specific guidelines and expectations, review the [Core Rules of Netiquette](#) and other materials.

### 15. ADA Statement

Any student who may need accommodations due to a disability should contact the [Disability Services](#) office at 214.860.2411.

### 16. Academic Ethics Statement

Any violation of the [Code of Student Conduct and Hazing](#) as printed in the El Centro College Catalog will be penalized accordingly. All matters of academic dishonesty (e.g., plagiarism, collusion, fabrication, cheating, etc.) will result in a failing grade for the assignment in question, and all violations will be forwarded to the proper college authorities for review. The college may, at its discretion, impose additional penalties on the student including, but not limited to, academic probation, suspension, or expulsion. ANY form of disruptive behavior will not be tolerated.

### 17. Grievance Procedures

Students are expected to follow established procedures of the appropriate division in handling academic issues, such as grade appeals. El Centro College requires that other complaints and disputes (that cannot be resolved by the persons directly involved) be referred initially to the Ombudsman Office for informal, confidential resolution. Full [student grievance procedures](#) are available online and in the El Centro College catalogue.

## 18. Financial Aid Statement

Any student receiving financial aid should check with the [Financial Aid](#) office prior to withdrawing from classes. Withdrawals may affect student eligibility to receive further aid and could cause students to be in a position of repayment for the current semester.

## 19. Religious Holy Days Statement

A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence if, not later than the fifteenth day after the first day of the semester, the student notified the instructor of each class scheduled on the date that the student would be absent for a religious holy day. A “religious holy day” means a holy day observed by a religious whose places of worship are exempt from property taxation under Section 11.20 Tax Code. The notice shall be in writing and shall be delivered by the student personally to the instructor, with receipt acknowledged and dated by the instructor or by certified mail, return receipt requested, addressed to the instructor. A student who is excused under this section may not be penalized for the absence, but the instructor may appropriately respond if the student fails to satisfactorily complete the assignment or examination.

## 20. Children on Campus Statement

El Centro College strives to protect an environment most conducive to teaching and learning for all enrolled students. Minor [children](#) may not be brought to classrooms, labs, testing areas or study areas of the college. This practice is disruptive to the learning process. Children who are taking part in organized scheduled activities, or who are enrolled in specific classes, are welcomed. For reasons of security and child welfare, the college will not permit unattended children to be left anywhere on the premises. Students/Parents who have problems with childcare should visit the advisement/counseling center or the Adult Resource Center to receive referrals to childcare services in the area.

## 21. Accessing eCampus

Students may access [eCampus](#) at any legally permissible location that maintains a broadband Internet connection, including a student’s home, work, or other private location at any time. Additionally, students may access eCampus via the Internet at the El Centro College computer lab and other locations college facilities, subject to normal rules and operating hours.

## 22. Accessing eConnect

The Dallas County Community College District offers each student access to [eConnect](#), a web interface that provides online student services. The Student Menu allows you to:

- ✓ Complete your admissions application
- ✓ Search, plan your schedule, register and pay for credit classes
- ✓ Setup/Update a Pay Plan
- ✓ View your credit class schedule and grades
- ✓ Access your financial information
- ✓ Check your financial aid status
- ✓ Apply for a Chase E-funds Card
- ✓ Buy your books online
- ✓ Access your student records
- ✓ Select a program of study
- ✓ View your progress towards college-level readiness and academic success
- ✓ View your progress towards a DCCCD degree or certificate
- ✓ Add/change your emergency contact information
- ✓ Add/change your email address or phone numbers
- ✓ Fill out your Student Information Profile
- ✓ Request privacy of your directory information
- ✓ Request a transcript

### **23. Computer Use Policy**

All students must fully comply with the Dallas County Community College District [Computer Use Policy](#) which is available in the El Centro College catalogue or online.

### **24. Student Handbook**

The latest edition of the El Centro College [Student Handbook](#) is available online at various locations on campus.