

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: BUS 322		Number of Credits: 3 Course credit policy (105)													
Course Full Title: Advanced Selling															
Course Short Title:															
Faculty: Faculty of Professional Studies		Department (or program if no department): School of Business													
Calendar Description: This advanced-level sales course gives students the opportunity to deepen their knowledge of the selling process and to hone their selling skills through participation in a community service-learning project. Working in small teams, students will sell a product or service for a local organization, competing and collaborating with other student teams.															
Prerequisites (or NONE):		45 university-level credits including BUS 221.													
Corequisites (if applicable, or NONE):		None.													
Pre/corequisites (if applicable, or NONE):		None.													
Antirequisite Courses <i>(Cannot be taken for additional credit.)</i> Former course code/number: BUS 390K Cross-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		Course Details Special Topics course: No <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: No <i>(See policy 207 for more information.)</i> Grading System: Letter grades Delivery Mode: May be offered in multiple delivery modes Expected frequency: Annually Maximum enrolment (for information only): 25													
Typical Structure of Instructional Hours <table border="1"> <tr> <td>Lecture/seminar</td> <td>25</td> </tr> <tr> <td>Experiential (work-integrated learning)</td> <td>20</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>Total hours</td> <td>45</td> </tr> </table>		Lecture/seminar	25	Experiential (work-integrated learning)	20							Total hours	45	Prior Learning Assessment and Recognition (PLAR) PLAR cannot be awarded for this course because: the course is highly experiential and emphasizes teamwork.	
Lecture/seminar	25														
Experiential (work-integrated learning)	20														
Total hours	45														
Scheduled Laboratory Hours Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		Transfer Credit <i>(See bctransferguide.ca.)</i> Transfer credit already exists: Yes Submit outline for (re)articulation: No <i>(If yes, fill in transfer credit form.)</i>													
Department approval		Date of meeting: January 2022													
Faculty Council approval		Date of meeting: February 11, 2022													
Undergraduate Education Committee (UEC) approval		Date of meeting: April 22, 2022													

Learning Outcomes *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

Upon successful completion of this course, students will be able to:

1. Determine their personal sales style.
2. Develop a comprehensive sales plan.
3. Conduct prospecting calls in a professional manner.
4. Maintain accurate call records using database software.
5. Write a range of business communications, including memos and progress reports.
6. Prepare and deliver a professional sales presentation.
7. Demonstrate effectiveness in working as a member of a team.
8. Analyze cultural differences in buying behaviour.
9. Practice ethical selling.

Recommended Evaluation Methods and Weighting *(Evaluation should align to learning outcomes.)*

Assignments:	15%	Project:	50%	%
Quizzes/tests:	20%	Holistic assessment:	15%	%

Details:

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Texts and Resource Materials *(Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*

Type	Author or description	Title and publication/access details	Year
1. Other	Blount, J.	Fanatical Prospecting	2015
2. Other	Keller, N.	Make It All About Them	2013
3.			
4.			
5.			

Required Additional Supplies and Materials *(Software, hardware, tools, specialized clothing, etc.)*

Students are required to give a sales presentation at an off-campus, Fraser Valley location and must arrange their own transportation.

Course Content and Topics

Module 1: The role of sales in the 21st century enterprise

- The history of modern selling
- The sales process revisited
- Foundations and guidelines for legal and ethical selling
- Assignment (LO 9)

Module 2: Prospecting strategy and methods

- The sales pipeline: keeping it full
- Traditional vs. online prospecting: choices and strategies
- Preparing a sales plan
- Written sales plan (LO 2, 5, 7)

Module 3: Pre-call planning

- Choosing, customizing, and using a prospecting database
- Assignment (LO 4)

Module 4: The approach

- Productively engaging prospects in person, on the telephone, and online
- Overcoming "call anxiety"
- Determining one's sales style and adapting it to the buyer's
- Assignment (LO 1)
- Mid-term Exam (LO 3)

Module 5: Presenting and Closing

- Methods, behaviours, and materials
- Using storytelling to influence, motivate, and persuade
- Closing and following up the sale in a manner that produces results and respects the customer
- Team sales presentation role play (LO 6, 7)

Module 6: Globalism and selling

- Adapting to cultural buying preferences

Individual presentation (LO 8)