

Course Title	Professional Selling				
Course Code	MAR225				
Course Type	Elective				
Level	Bachelor (1st Cycle)				
Year / Semester	3 rd Year / 6 th Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 Hours / 14 Weeks	Laboratories / week	None
Course Purpose and Objectives	Emphasis is placed in teaching students professional and successful selling. This includes a variety of methods and techniques that apply to different selling situations and different prospective customers.				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Explain selling as an economic activity using practical examples • Define and describe the steps in the selling activity using a scientific approach • Identify appropriate applications of the selling process through a situational analysis • Demonstrate selling skills through role playing and presentations 				
Prerequisites	MAR 101	Co-requisites	None		
Course Content	<p>Selling and Salespeople; Selling in practice; Ethical Issues; Assessing needs; information dissemination; problem solving guidance; ownership transfer. Introduction to the selling process. Prospecting; the pre-approach; the approach, the sales interview; the close; the post sale. Business applications and personal applications of selling. Advantages and disadvantages associated with a career in selling.</p> <p>Selling and Marketing: The marketing mix; selling and promotion; selling and the product; selling and pricing; selling and distribution; selling and other company functions such as finance, production and personnel; sales positions based on channel of distribution, on the product/service and on the prospect; sales territories.</p> <p>Developing communication skills: The communication model as it applies to selling; some common barriers to communication and ways</p>				

of overcoming them; other forms of communication: written communication and telephone communication.

Buyer behavior: Types of buyers and their behavioural characteristics; motivation; psychological explanations of motivation: the Freudian, Maslow, and Dichter theories. Sociological explanations of motivation; the life-cycle theory: psychographics as related to sales; the Quadrant theory.

Sales knowledge: The importance of sales knowledge; kinds of sales knowledge; sources of sales knowledge.

Prospecting: The importance of prospecting; the prospecting process; sources for prospects; qualifying prospects.

The pre-approach: elements of a sound pre-approach: research, precall preparation and pre-approach action. The approach: Factors that have an influence on the approach to be taken; approach principles and techniques; the right time to call.

The sales interview: Planning the presentation; Structure of the presentation; the presentation pattern; the use of AIDA, Zeroing-in, stimulus response theories in selling; the substance of the presentation: how to reach the buyer's mind; the use of demonstration; visual aids and other embellishments.

General guides for the sales interview: Length of the presentation; controlling the sales interview; understanding the prospect; strategies for the sales interview; the preclose; types of sales presentations: the standardized, the extemporaneous and the eclectic presentation; differences in buying purpose; multiple -party sales interviews: group presentations and joint presentations.

Elements of buyer resistance: the psychology of buyer resistance; reasons for buyer resistance; examination of specific objections; general principles for handling resistance.

Strategies for specific objections: classic techniques for handling objections.

Closing the sale: Principles and guidelines for closing; examination of various closing strategies; business details in closing; payment with an order. Selling to consumers; selling to industry; selling to retailers. Ethics and the law in selling.

	<p>Account maintenance and development: relationship marketing; customer retention; orientation on product benefits; emphasis on customer service and customer commitment; importance of quality. Key account management: building and maintaining strong-buyerseller relationships.</p> <p>Recent developments and contemporary issues pertaining to the subject-matter of the course.</p>								
Teaching Methodology	Face to Face								
Bibliography	<p>Castleberry S., Tanner J., "Selling: Building Relationships", Mc Graw Hill</p> <p>Appropriate internet sources as given to the students by the course instructor</p>								
Assessment	<table border="1"> <tr> <td>Examinations</td> <td>65%</td> </tr> <tr> <td>Assignments</td> <td>25%</td> </tr> <tr> <td>Class Participation and Attendance</td> <td>10%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>	Examinations	65%	Assignments	25%	Class Participation and Attendance	10%		100%
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Language	English								