

**\*Disclaimer:** This is a sample course outline and is subject to change. Official course outlines will vary depending on delivery format and instructor\*

## Territory Acknowledgement

We acknowledge and respect the ɫə́kʷəŋən peoples on whose traditional territory the university stands and the Songhees, Esquimalt and W SÁNEĆ peoples whose historical relationships with the land continue to this day.

# BMBA 270: Professional Sales Skills

## Course Description

Based on the consultative sales approach, this course focuses on the self-management, business development and selling techniques that facilitate a successful career in modern professional sales. Lectures, discussions, group learning activities, hand-in assignments and simulated sales presentations provide you with a step-by-step approach to building relationships and servicing customer needs.

## Learning Outcomes

Upon completion of this course, you will be able to:

- Understand the role of the modern sales professional.
- Understand and employ the consultative sales approach.
- Create and implement strategies for business development.
- Employ effective time management and self-management techniques.
- Manage the ethical issues associated with professional selling.
- Analyze customer needs and behavior and utilize appropriate sales techniques to build relationships and secure business.

## Resources

The required textbook used in this course is:

**ABC's of Relationship Selling Through Service**, 7th Canadian Edition, Futrell, Agnihotri, Krush, Valvasori, Rourke (McGraw Hill Ryerson).

Materials will be searchable through UVic Bookstore 3-4 weeks prior to the course's start date. At that time, students can enter course code(s) at <https://www.uvicbookstore.ca/text/> in order to confirm and purchase course materials.

The textbook is important in your learning. There are key concepts and examples that will provide you with foundational knowledge and examples to support your understanding of the course content.

## Weekly Schedule

Week	Topics	Readings and Activities
Week 1	Psychology of selling	Chapter 3
Week 2	Communications and building relationships	Chapter 4
Week 3	Sales knowledge: customers, products, technologies	Chapter 5 <i>Quiz #1: Preparation for relationship selling</i>
Week 4	Prospecting	Chapter 6
Week 5	Pre-approach planning	Chapter 7
Week 6	Strategic presentations	Chapter 8
Week 7	Persuasive / effective presentations	Chapter 9
Week 8	Dealing with concerns / objections	Chapter 10
Week 9	Closing	Chapter 11
Week 10	Following up and maintaining relationships	Chapter 12
Week 11	Professional sales as a career	Chapter 1 <i>Quiz #2: The relationship selling process</i>
Week 12	Ethics and customer relationship	Chapter 2
Week 13	Time, territory, and self-management Wrap-up	Chapter 13 <i>Quiz #3: Ethics and selling as a profession</i>

## Evaluation

Assignment	Due Date and Time	Mark
In-Class Contributions	On-going	25%
Role play / cases	On-going	10%
Quiz #1: Preparation for relationship selling	Week 3	20%
Quiz #2: Relationship selling	Week 11	25%
Quiz #3: Ethics and selling as a profession	Week 13	20%
	<b>Total</b>	<b>100%</b>

## Assignments

### In-class contributions

It is expected that students will actively participate in class discussions by attending each class, undertaking assigned readings, offering questions, insights / comments on the material presented and participating fully in-class discussions and group role-play / experiential activities.

### Role play / cases

At least once over the course of the term, each student will be asked to re-enact a group role-play scenario in front of the class and / or share learnings from experiential activities.

## Quizzes

The course is structured into three units and 45-60 minute quizzes will be included at the end of each unit to evaluate retention of key concepts:

- Preparation for relationship selling – Chapters 3-5
- Relationship selling – Chapters 6-12
- Ethics and selling as a profession – Chapters 1, 2, 13

## Usage of GenAI

Please be advised that in this course you are **not authorized** to use any form of generative AI. In order to successfully complete course activities, **generative AI is not required nor welcomed**. Students should not make any use of generative AI tools such as ChatGPT, Grammarly, among others that use AI for content generation and editing. As the University of Victoria states in its Academic Integrity Policy “Academic integrity requires commitment to the values of honesty, trust, fairness, respect, and responsibility.”. Therefore, I expect you to comply with the course syllabus and I encourage you to enhance your academic experience in this course by refraining from using generative AI.

## Attendance Requirements

The course emphasizes **active engagement, collaborative teamwork, and hands-on learning**. Attendance is crucial and considered mandatory for all participants for all sessions (full 3 hours) of the course. Please inform your instructor in advance if you're unable to attend any class sessions. Please note that missing more than one session (3 hours) requires a valid and sufficient reason for absence with verifiable circumstances that substantially prevent your attendance. Your commitment to active participation significantly contributes to your learning experience in this course.

## Participation Expectations

- Instructors will track attendance and participation throughout the term. Students who do not attend class may be assigned an “N” grade for the course. Attendance will be taken within the first 15 minutes of class and may be taken later as a second check.
- **If you arrive later than 15 minutes, the door will be closed. Please wait until breaktime to enter the class.**
- Instructors can assign a **final grade of N or refuse** a student to **write a final exam, final assignment, or any assignment that follows multiple absences** or misconduct **if a learner has failed to meet the course's minimum attendance requirements** as identified above. They may also refuse admission to a lecture, learning activity, assignment, or exam because of lateness, misconduct, inattention, or failure to meet the responsibilities of the course noted in this outline.
- The instructor reserves the right to not grade assignments submitted by students who have not maintained regular attendance and participation, and a zero grade being assessed for non-submission.
- Missing **more than one session (3 hours)** requires a valid and sufficient reason for absence.

- Arrive on time and remain for the full session; leaving without permission will be marked **absent**. Please note that work schedule conflicts as well as car, bus, carpooling, or ferry delays are generally not accepted as sufficient reasons for absence beyond the one-session limit.
- Students are expected to actively interact with **course materials, peers, and instructors**, including contributing to discussions and teamwork.
- Students are expected to complete assignments and assessments on time and submit work by the due date.
- **Technology use** (cell phones, tablets, laptops, smart glasses/ watches) must be limited to course-related activities only.
- Participation includes respectful active listening, not just talking.
- This course is delivered in a collaborative, discussion-based learning environment. Students are expected to demonstrate respectful and attentive behaviour at all times.
- University policy allows an instructor to refuse a student admission to class because of lateness, misconduct, disruptive behaviour, inattention, or failure to meet the responsibilities of the course.
- It is students' responsibility to be familiar with the criteria in which they are being assessed for this course. Please refer to the specific information under each assessment.

#### Group Participation Expectations

- Active participation in group work and meetings is required. Students who fail to attend or contribute to group work may be removed from their group, at the instructor's discretion, and deemed ineligible to participate in or receive marks for the group project, including the group presentation.