



North Central State College
MASTER SYLLABUS
2019-2020

- A. Academic Division: Business, Industry and Technology
- B. Discipline: Business Administration
- C. Course Number and Title: BUSM1130 Principles of Selling and Customer Service
- D. Course Coordinator: Lynn Jones
Assistant Dean: Toni Johnson, PhD

Instructor Information:

- Name: Click here to enter text.
- Office Location: Click here to enter text.
- Office Hours: Click here to enter text.
- Phone Number: Click here to enter text.
- E-Mail Address: Click here to enter text.

- E. Credit Hours: 3
- F. Prerequisites: ENGL 0040 (minimum grade of C-) or qualifying placement test score
- G. Syllabus Effective Date: Fall, 2019
- H. Textbook(s) Title:

Customer Service, A Practical Approach

- Author: Elaine K. Harris
- Copyright Year: 2013
- Edition: 6th
- Publisher: Pearson
- ISBN #: 9780133002737 for etext

The Power of Selling

- Author: Kimberly Richmond
- Copyright Year: 2019
- Edition: Version 2.0
- Publisher: Flatworld
- ISBN #: 9781453395257

- I. Workbook(s) and/or Lab Manual: None
- J. Course Description: This course provides a conceptual understanding of the skills, duties, and responsibilities required of salespeople and those involved with customer service. The selling process and such concepts as relationship selling, trust and connections are presented within a context of ethical behavior. After sales support and effective customer service strategies are described. Negotiation, conflict management and creative problem-solving skills are applied.

K. College-Wide Learning Outcomes

College-Wide Learning Outcomes	Assessments - - How it is met & When it is met
Communication – Written	
Communication – Oral	
Intercultural Knowledge and Competence	
Critical Thinking	
Information Literacy	
Quantitative Literacy	

L. Course Outcomes and Assessment Methods:

Upon successful completion of this course, the student shall:

Outcomes	Assessments – How it is met & When it is met
1. Describe professional careers in sales and customer service and define the megatrends and ethical/legal issues facing these professions.	Exams/quizzes throughout the semester but primarily assessed on exam before or during week 6.
2. Describe the importance of knowing your company, products, and markets, and being able to thoroughly define customer segments and their behaviors.	Exams/quizzes throughout the semester but primarily assessed on exam before or during week 6.
3. Describe effective communication modes, styles and methods as they apply to working with diverse customers.	Exams/quizzes and exercises throughout the semester but primarily assessed on exam before or during week 6.
4. Summarize how to establish a customer service oriented culture by <ol style="list-style-type: none"> a. defining effective post-sales support and customer service b. describing the importance of relationships to successful selling and customer service. 	Exams/quizzes and exercises throughout the semester but primarily assessed on exam before or during week 6.
5. Define the steps and stages of the selling and buying processes to include: <ol style="list-style-type: none"> a. a detailed description of the sales call, sales presentation, and negotiation of “sales resistance.” b. Identify reasons for failing to close the sale. c. Demonstrate effective techniques to mitigate roadblocks to closing the sale. 	Exams/quizzes and exercises throughout the semester but primarily assessed on exam during or before week 12. Consultative Sales Presentation completed week 15.
6. Identify organizational strategies and performance key process indicators used in sales and customer service departments.	Exams/quizzes throughout the semester but primarily assessed on exam before or during week 16.
7. Identify the elements of continuous training and education for employees including personal self-development approaches to insure a successful careers in sales and customer service	Exams/quizzes throughout the semester but primarily assessed on exams before or during week 16.
8. Demonstrate interpersonal public speaking skills by providing an effective consultative selling presentation.	Consultative Sales Presentation completed week 16.

M. Topical Timeline (Subject to Change):

Week 1:	An Overview of Personal Selling and Customer Service
Week 2:	Ethical Challenges, Careers, and Trends
Week 3:	Creating Value through Relationships and a Customer-Centered Culture
Week 4:	Effective Communication
Week 5:	Creating Product Solutions and Creative Problem Solving
Week 6:	Understanding the Customer (the buying process, handling complaints, listening skills)
Week 7:	Developing and Qualifying Prospects
Week 8:	Approach Strategies
Week 9:	Creating Sales Presentations that Add Value
Week 10:	Handling Objections and Coping with Challenging Customer
Week 11:	Closing the “Sale”- The Power of Negotiating to a Win
Week 12:	Post-Sale Relationship Building
Week 13:	Self-Management, Motivation, and Continuous Learning
Week 14:	Organizational Strategies, Customer Retention, and Key Process Indicators
Week 15:	Globalization and Technology (including CRM)
Week 16:	Consultative Sales Presentations

N. Course Assignments:

At a minimum, the following activities will be part of every offering of this course:

1. Textbook reading – test/quiz questions are required to cover content from the assigned text (tests/quizzes are graded).
2. Exercises including role play
3. Consultative Selling Presentation

O. Recommended Grading Scale:

NUMERIC	GRADE	POINTS	DEFINITION
93–100	A	4.00	Superior
90–92	A-	3.67	Superior
87–89	B+	3.33	Above Average
83–86	B	3.00	Above Average
80–82	B-	2.67	Above Average
77–79	C+	2.33	Average
73–76	C	2.00	Average
70–72	C-	1.67	Below Average
67–69	D+	1.33	Below Average
63–66	D	1.00	Below Average
60–62	D-	0.67	Poor
00–59	F	0.00	Failure

P. Grading and Testing Guidelines:

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Q. Examination Policy:

[Click here to enter text.](#)

R. Class Attendance and Homework Make-Up Policy:

Click here to enter text.

S. Classroom Expectations:

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T. College Procedures/Policies:

Important information regarding College Procedures and Policies can be found on the [syllabus supplement](#) located at <https://sharept.ncstatecollege.edu/committees/1/curriculum/SiteAssets/SitePages/Home/SYLLABUS%20SUPPLEMENT.pdf>

The information can also be found Choose an item.