

# BMKT 114 – Psychology Of Selling



**Missoula College**

THE UNIVERSITY OF MONTANA

**Course Name and Title: BMKT114 Psychology of Selling**

**Text: All Materials will be available online**

**Date revised: Summer 2015**

**Prerequisites: None**

**Faculty: Brian Larson**  
**Director Business Management**

**Course Description:** Development of selling techniques which are used by many of the world's best companies and explanation of why they work. Includes the psychological reasons that prevent a prospect from purchasing a product or service and the techniques to motivate them to buy.

**Course Objectives:** This course will provide students an understanding of the relating process and techniques to overcome buyer's resistance.

**Students Will:**

1. Develop an understanding of the psychological process involved in sales relationships.
2. Demonstrate the skills related to secure lifelong sales relationships.
3. Create sales presentations that address known areas of consumer resistance.
4. Demonstrate and apply the techniques used in the counselor sales approach.
5. Demonstrate effective techniques for presenting the features and benefits each product or service offers.
6. Interview sales professionals and communicate different styles to the class.

**Course Outline:**

**Week 1:**

Welcome Letter  
Syllabi  
Questionnaire  
Announcements for Week 1  
Unit 1 Course Materials (Establishing "Trust")  
Unit 1 Assignment (Propriety, Commonality, Competence and Positive Intent)  
Unit 2 Course Materials (Rational & Personal Buying Motives)  
Unit 2 Assignment (Identify Rational & Personal Buying Motives for each Product)  
Unit 3 Course Materials (Problem Analysis (Fact-Finding / Feeling-Finding Questions)  
Unit 3 Assignment (Task / Personal Motives)

**Week 2:**

Unit 4 Course Materials (Discovery Agreements)  
Unit 4 Assignment (Writing Proper Discovery Agreements)  
Unit 5 Course Materials (Benefits, *not* Features!)  
Unit 5 Assignment (Identifying Feature/benefits)



# BMKT 114 – Psychology Of Selling



Page 1 (Rev.5.2015)

## Week 3:

- Unit 6 (Industry Interviews)
- Unit 6 Assignment (Complete the Interview Assignment)

## Week 4:

- Unit 7 Course Materials (Supporting the Buying Decision / Objections)
- Unit 7 Assignment (OnStar)
- Unit 7 (Part 2) Assignment (FLIR Scout)
- Unit 8 Course Materials (Full-Circle)
- Unit 8 Assignment (Ethics Case Studies)

## Week 5:

- Unit 9 Course Materials (Operational / Financial Justification)
- Final Case Study (Using Components from the Course)

## Grading:

Students' final grade will be based upon cumulative quiz/test scores, case studies, special projects and assigned work. Unless special circumstances exist, students will receive no credit for assigned work submitted after the due date. A student may not pass this course if the final exam is not taken on the assigned date.

## Grading Scale:

90-100%	A
80-89%	B
70-79%	C
69-64%	D
<63%	F

## Missed Notes/Assignments:

It remains the students' responsibility to obtain lecture notes and assignments that are missed. Students who miss group activities that are graded may not receive credit. Many of these activities are based upon group interaction, and make-up is not practical. Missed notes must be obtained through an in class student as I cannot provide students with missed notes or overhead transparencies. Missed handouts may be obtained from me.

## Outside Class Work:

Assignments, case studies and special projects will be assigned throughout the semester. These assignments are the sole responsibility of the student and will not be accepted late. Assignments are due at the beginning of next class time unless otherwise stated. All assignments are expected to be typed, and include the student's name, mailbox, and course section number. Outside work makes up a large portion of your grade and should not be ignored.



# BMKT 114 – Psychology Of Selling



## **Incomplete Grades:**

An “I” incomplete grade will not be given for not doing well in the course, or dropping after scheduled deadline.

## **Field/Lab Assignments (If applicable):**

In order to facilitate experiential learning, some assignments may require visiting area businesses, conducting observations, or interviewing business leaders. These activities can be an advantage to the businesses as well as an economic hardship should customer traffic or purchasing be affected. Additionally, our reputation, and your education can be adversely affected. Because of these factors, the following guidelines should be followed.

1. Do not visit locations in groups of more than 3. Larger groups create traffic barriers that impact customer purchasing.
2. Keep noise and distractions to a minimum.
3. Dress appropriately – you represent the best our college offers.
4. Do not create additional work for business personnel. If you remove an item from inventory, Please return it to the appropriate location.
6. Be courteous and thank the business for their time and efforts.
7. Never use inappropriate language.

\*It is a privilege for us to learn from these businesses and not take them for granted.

## **Disability Accommodations Policy**

Students with disabilities may request reasonable modifications by contacting me. The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students. “Reasonable” means the University permits no fundamental alterations of academic standards or retroactive modifications.

