

Business Administration

Professors

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Learning Outcomes

Upon completion of this course students will be able to

- describe the career opportunities available in organizational sales.
- demonstrate professional verbal communication skills.
- explain the importance

Notes

Class participation marks will be awarded based on class discussions, exercises and role plays using

Course Schedule

Week of:		Orientation Day – September 3, 2019 Classes Begin – September 4, 2019 Thanksgiving – (No classes) – October 14, 2019 Remembrance Day – (No classes) – November 11, 2019 Last Day of Regular Classes – December 4, 2019 Exam Period – December 7, 2019 to December 18, 2019	
Sept.	4-6	Course Introduction Overview of Personal Selling	Ch 1
	9-13	Building Trust and Sales Ethics Sales Assignment Part 1: Product Selection Due	Ch 2
	16-20	Understanding Buyers	Ch 3
	23-27	Communications Skills	Ch 4
Sept./ Oct.	30-4	Strategic Prospecting and Preparing for Sales Dialogue Sales Assignment Part 2: Background Information Due	Ch 5
	7-11	Negotiation Midterm Review	
	14-18	Midterm Exam (Chapters 1-5)	
	21-25	Planning Sales Dialogues and Presentations Sales Dialogue: Creating and Communicating Value	Ch 6,7
Oct./ Nov.	28-1	Sales Dialogue Cont. Sales Assignment Part	

