

**Nashville State Community College
Business, Management & Hospitality
Business**

Spring 2019

BUSN 1350 Sales and Service

(This master course syllabus template is a general guide for providing an overview of each course offered at Nashville State. Each instructor will further clarify specific criteria for grading, classroom procedures, attendance, exams and dates, etc. on his/her individual course syllabus.)

Course Information:

Course Title: Sales and Service

Credits: 3

Class Hours: 3

Course Description:

An introduction to the fundamentals of customer service and selling. Topics include developing and conveying a positive attitude, identifying buying motives and customer needs, developing and delivering a sales presentation, customer approaches, sales strategies, and cultivating repeat business through service.

Instructor Information:

Name:

Email:

Office Phone:

Office Location:

Office Hours:

Required Textbook(s) & Other Materials:

Textbook(s): Selling Today

Year: 14th Edition

ISBN: 978-0-13-447740-4

Once enrolled, all students should verify that they have the correct textbook and materials information by consulting the D2L/NS Online shell for the course. If you are registered with the Access Center and require an alternate format for the textbook and other course materials, please contact the Access Center at 615-353-3721, 615-353-3741, or accesscenter@nsc.edu.

Course Outcomes:

Upon successful completion of this course, students should be able to:

- Develop a Personal Selling Philosophy that incorporates the marketing concept.
- Develop a Relationship Strategy that creates customer value in an ethical context.
- Develop a Product Strategy that incorporates creative product solutions that add value.
- Develop a Customer Strategy that addresses buyer behavior.
- Develop a Customer Presentation Strategy that adds value.
- Explain the process of self-management and the management of others.

Course Competencies:

The following are detailed course competencies intended to support the course outcomes:

- Explain the relationship between personal selling and the marketing concept.
- Discuss the current personal selling opportunities.
- Explain how to build a relationship strategy that adds value.
- Describe the critical role of ethics in building customer relationships.
- Develop a product strategy that creates product solutions for the customer.
- Explain the importance of creating product-selling strategies that add value.
- Describe buyer behavior, motives, and decision making in relation to developing a customer strategy.
- Explain the steps to developing and qualifying a customer prospect base
- Discuss the steps to develop a presentation strategy, pre-approach, presentation plan, and the approach.
- Describe the essential elements of the consultative sales presentation.
- Develop an effective sales demonstration plan that incorporates proof devices.
- Explain the types of buyer concerns and the methods and process used to negotiate buyer concerns.
- Review the basic guidelines to closing a sale and confirming the customer business partnership.
- Summarize the essential concepts related to servicing the sale and building the customer relationship.
- Explain the four-dimension process to self-management and improvement.
- Discuss the various communication styles used in managing the customer relationship process.

The following are general education competencies intended to support the course outcomes:

- Know how to locate, evaluate, and use information sources.
- Use critical thinking skills.

Topics to Be Covered:

- Evolution and use of product-selling models.
- Creating value with relationship strategies.
- The buying process and buyer behavior.
- Prospects and accounts.
- Adaptive selling.
- Negotiating buyer concerns.
- Adapting, closing, and servicing the sale.
- Management of the sales force.

Course Assessments:

The following performance assessments will be used to demonstrate students' understanding, knowledge, and skills: *(Each instructor will provide policy)*

Grading Policy:

(Each instructor will provide policy)

Late Work Policy & Make-up Procedures for Missed Assignments and Work:

(Each instructor will provide policy)

Attendance Policy

Students are expected to attend all scheduled classes and laboratories. Absences in a course may affect a student's final grade. The student is responsible for all assigned work in the course regardless of excused or unexcused absences. Tardiness may also affect a student's final grade.

In online courses, attendance is signaled by logging on to the D2L/NS Online shell, participating as prompted (e.g., responding to an instructor's email, posting to a discussion board) and/or completing and submitting assignments. Campus closures do not affect attendance and assignment completion in online courses. *(Each instructor will provide policy)*

Grading Scale:

Letter Grade	Percentage Range
A	100 – 90%
B	89 – 80%
C	79 – 70%
D	69 – 60%
F	59 – 0%

FA

According to NSCC policy, an FA is awarded to students who do not officially withdraw from a course and do not attend after the cut-off date provided in the academic calendar. Please refer to the current academic calendar available on the Nashville State web site, looking for the date that indicates it is the "Last Day to Earn F for Attendance (FA)." Students who stop attending on or before this date receive an FA; students who stop attending after this date receive an F.

For online courses, attendance is defined by submission of assignments. Students who fail a course and whose last assignment is submitted on or before the FA date will earn an FA for the course. Students who fail a course and whose last assignment is submitted after the FA date will earn an F for the course. An FN is assigned to students who do not submit any assignments.

FN

An FN is awarded to students who never attended class.

Technology Statement

Nashville State's classes are considered to be web-enhanced. Faculty have an expectation that students will use a computer and the Internet to complete assignments, engage in online discussions, and access various course materials through D2L/NS Online course shells. Computers are available for student use at each campus during campus open hours.

D2L/NS Online and myNSCC

It is students' responsibility to check D2L/NS Online course shells for all enrolled courses and myNSCC, including student email, on a regular basis. These are the official communication channels between the college and students, who are responsible for the information communicated through those channels. D2L/NS Online contains specific course information and myNSCC contains information important for other purposes.

ADA Compliance Statement

Nashville State complies with the Americans with Disabilities Act (ADA). If you require accommodations for any courses in which you are enrolled, contact the Access Center at 615.353.3741 or 615.353.3721, or e-mail accesscenter@nsc.edu. If you are registered with the Access Center and require an alternate format for the textbook and other course materials, please contact the Access Center.

Classroom Misconduct

Nashville State Community College has a zero-tolerance policy for disruptive conduct in the classroom. Students whose behavior disrupts the classroom will be subject to disciplinary measures. Please review the [Nashville State Student Code of Conduct policy](#). Please be aware that children are not allowed in class or to be left unattended on campus.

Academic Misconduct

Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. Students are responsible for understanding and abiding by the [Academic Misconduct Policy](#) in the Nashville State Student Code of Conduct. In addition to other possible disciplinary measures that may be applied through regular college procedures as a result of academic dishonesty, the instructor has the authority to assign an "F" or a "zero" for the exercise, paper, or examination, or to assign an "F" for the course. Students may appeal through the appropriate college grade appeal procedures.

Academic Early Alert System

Nashville State Community College uses an Early Alert System to let students know of a faculty member's concern in one or more of these academic areas: lack of attendance, lack of classroom participation, late or missing assignments, and/or poor performance on assignments/tests. *Please note that Early Alerts do not affect a student's academic standing. If you receive an Early Alert email, please see your instructor and your academic advisor as soon as possible.

RAVE Emergency Alert System

Emergency events can happen at any time and Nashville State Community College wants to be able to notify students if and when they occur. For this reason, all students have been enrolled in the free RAVE alert system. If you have not already done so, please log in at <https://www.getrave.com/login/nsc> to confirm and update your contact information and notification preferences. It is critical that your information be correct so that you will receive any emergency notifications. Your RAVE Username is

your NSCC email address. If you've never received an email from RAVE with your password, or if you need to reset your password, select "Forgot your password?" and a new password will be emailed to you. Should the RAVE system indicate "user not found", select Register and create your own RAVE account.

Inclement Weather & Campus Closings

Nashville State will use the RAVE alert system to send a text message to students, staff, and faculty about adjusted hours of operation and/or closings at individual campuses. All students should check the Nashville State web site home page at www.nsc.edu for announcements on campus closures, which may vary from campus to campus. Campus closures will also be announced on local television stations. Students should use their own best judgment in determining whether to report to campus during inclement weather when classes are not cancelled.

Even when campuses are closed, students are still responsible for completing all assigned work. When classes are cancelled, faculty will post online assignments and any additional instructions in the D2L/NS Online course shell. Check D2L/NS Online for a message from your instructor regarding your online assignment requirements. Faculty have discretion over adjusting deadlines or due date for assignments, but students are responsible for completing all assigned work by the due date established by the instructor.

Class Cancellation Policy

If the class is cancelled, the instructor will notify all students by posting in the D2L/NS Online course, e-mailing through D2L/NS Online, and/or by posting a sign on the classroom door. In the event of class cancellation, students must access D2L/NS Online to complete classwork and the assignment that will be posted in the course D2L site.