



ILLINOIS VALLEY COMMUNITY COLLEGE

COURSE OUTLINE

DIVISION: Natural Sciences and Business

COURSE: AGR 1212 Agricultural Sales

Date: Spring 2023

Credit Hours: 3

Complete all that apply or mark "None" where appropriate:

Prerequisite(s): None

Enrollment by assessment or other measure? Yes No

If yes, please describe:

Corequisite(s): None

Pre- or Corequisite(s): None

Consent of Instructor: Yes No

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| Delivery Method: | <input checked="" type="checkbox"/> Lecture | 3 Contact Hours (1 contact = 1 credit hour) |
| | <input type="checkbox"/> Seminar | 0 Contact Hours (1 contact = 1 credit hour) |
| | <input type="checkbox"/> Lab | 0 Contact Hours (2-3 contact = 1 credit hour) |
| | <input type="checkbox"/> Clinical | 0 Contact Hours (3 contact = 1 credit hour) |

Offered: **Fall** **Spring** **Summer**

CATALOG DESCRIPTION and IAI NUMBER (if applicable):

This course examines the principles and techniques used in selling agricultural goods and services. Practical application and development of the skills and techniques necessary to sell agricultural products will be the primary focus.

ACCREDITATION STATEMENTS AND COURSE NOTES:

None

COURSE TOPICS AND CONTENT REQUIREMENTS:

- I. Overview of Personal Selling
 - a. Personal Selling Defined
 - b. Trust-Based Relationship Selling
 - c. Evolution of Professional Selling
 - d. Contributions of Personal Selling
 - e. Alternative Personal Selling Approaches
 - f. The Trust-Based Sales Process
 - g. Sales Careers
- II. Building Trust and Sales Ethics
 - a. What is Trust?
 - b. Why is Trust Important?
 - c. How to Earn Trust
 - d. Knowledge Bases Help Build Trust and Relationships
 - e. Sales Ethics
- III. Understanding Buyers
 - a. Types of Buyers
 - b. Distinguishing Characteristics of Business Markets
 - c. The Buying Process
 - d. Types of Buyer Needs
 - e. Procedures for Evaluating Suppliers and Products
 - f. Understanding Postpurchase Evaluation and the Formation of Satisfaction
 - g. Types of Purchasing Decisions
 - h. Understanding Communication Styles
 - i. Buying Teams
 - j. Engaging Customers
- IV. Communication Skills
 - a. Sales Communication as a Collaborative Process
 - b. Types of Questions: Classified by Amount and Specificity of Information Desired
 - c. Strategic Application of Questioning in Trust-Based Selling
 - d. ADAPT Questioning System
 - e. Active Learning
 - f. Understanding the Superiority of Pictures Over Words
 - g. Nonverbal Communication
- V. Strategic Prospecting and Preparing for Sales Dialog
 - a. The Importance of Challenges of Prospecting
 - b. The Strategic Prospecting Process
 - c. Prospecting Methods
 - d. Developing a Strategic Prospecting Plan
 - e. Gathering Prospect Information to Prepare for Sales Dialogue
- VI. Planning Sales Dialog and Presentations
 - a. Customer-Focused Sales Dialogue Planning

- b. Sales Communications Formats
- c. Sales Dialogue Template
- d. Section 2: Customer Value Proposition
- e. Section 4: Linking Buying Motives, Benefits, Support Information, and Other Reinforcement Methods
- f. Engaging the Customer
- VII. Sales Dialog: Creating and Communicating Value
 - a. Effective Sales Dialogue
 - b. Encouraging Buyer Feedback
 - c. Creating Customer Value
 - d. Interesting and Understandable Sales Dialog
 - e. Engaging and Involving the Buyer
 - f. Supporting Product Claims
 - g. Group Sales Dialogue
- VIII. Addressing Concerns and Earning Commitment
 - a. Anticipate and Negotiate Concerns and Resistance
 - b. Reasons Why Prospects Raise Objections
 - c. Types of Sales Resistance
 - d. Using LAARC: A Process for Negotiating Buyer Resistance
 - e. Recommended Approaches for Responding to Objections
 - f. Securing Commitment and Closing
- IX. Expanding Customer Relationships
 - a. Assess Customer Satisfaction
 - b. Harness Technology to Enhance Follow-up and Buyer-Seller Relationships
 - c. Ensure Customer Satisfaction
 - d. Expand Collaborative Involvement
 - e. Work to Add Value and Enhance Mutual Opportunities
- X. Adding Value: Self Leadership and Teamwork
 - a. Effective Self-Leadership
 - b. Working with Different Levels and Types of Goals
 - c. Account Classification
 - d. Establishing Territory Routing Plans
 - e. Stage Four: Tapping Technology and Automation
 - f. Increasing Customer Value Through Teamwork
 - g. Building Teamwork Skills

INSTRUCTIONAL METHODS:

- Lecture
- Discussion
- Case Studies
- Mini Projects / Term Project

EVALUATION OF STUDENT ACHIEVEMENT:

A= 90-100
 B= 80-89
 C= 70-79
 D= 60-69

F= 0-59

Exams: 45%

Quizzes: 20%

Homework: 15%

Project: 20%

INSTRUCTIONAL MATERIALS:

Textbooks

Downey, W. Scott., W.D. Downey, M.A. Jackson, L.A. Downey. 2011. ProSelling A Professional Approach to Selling in Agriculture and Other Industries. 1st Edition. Agri Marketing magazine. ISBN 978-0-9788952-1-1.

Ingram, T.N., R.W. LaForge, R.A. Avila, C.H. Schwepker, and M.R. Williams. 2017. Professional selling: a trust-based approach. 5th Edition. Cengage. ISBN:9781305662087

Resources

None

LEARNING OUTCOMES AND GOALS:

Institutional Learning Outcomes

- 1) Communication – to communicate effectively;
- 2) Inquiry – to apply critical, logical, creative, aesthetic, or quantitative analytical reasoning to formulate a judgement or conclusion;
- 3) Social Consciousness – to understand what it means to be a socially conscious person, locally and globally;
- 4) Responsibility – to recognize how personal choices affect self and society.

Course Outcomes and Competencies

1. The student will be able to list and explain the stages of the selling process.
2. The student will be able to analyze and critique sales techniques.
3. The student will be able to evaluate and make recommendations to improve product marketing and sales.
4. Students will be able to categorize and describe customer profiles.
5. The student will be able to prepare and present a sales presentation.
6. The student will be able to identify and explain ethics in selling agriculture products and services.