



# **ILLINOIS VALLEY COMMUNITY COLLEGE**

## **COURSE OUTLINE**

**DIVISION: Natural Sciences Business**

**COURSE: AGR 1212 Agricultural Sales**

Date: 2-2-2018

Credit Hours: 3 Credit Hours

Prerequisite(s): None

Delivery Method:  **Lecture**                      **3 Contact Hours** (1 contact = 1 credit hour)  
 **Seminar**                              **0 Contact Hours** (1 contact = 1 credit hour)  
 **Lab**    **0 Contact Hours** (2-3 contact = 1 credit hour)  
 **Clinical**                                      **0 Contact Hours** (3 contact = 1 credit hour)  
 **Online**  
 **Blended**

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

IAI Equivalent –**Only for Transfer Courses**-go to <http://www.itransfer.org>:

### **CATALOG DESCRIPTION:**

**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.**

## GENERAL EDUCATION GOALS ADDRESSED

*[See last page for Course Competency/Assessment Methods Matrix.]*

### Upon completion of the course, the student will be able:

*[Choose up to three goals that will be formally assessed in this course.]*

- To apply analytical and problem-solving skills to personal, social, and professional issues and situations.
- To communicate successfully, both orally and in writing, to a variety of audiences.
- To construct a critical awareness of and appreciate diversity.
- To understand and use technology effectively and to understand its impact on the individual and society.
- To develop interpersonal capacity.
- To recognize what it means to act ethically and responsibly as an individual and as a member of society.
- To recognize what it means to develop and maintain a healthy lifestyle in terms of mind, body, and spirit.
- To connect learning to life.

### EXPECTED LEARNING OUTCOMES AND RELATED COMPETENCIES:

*[Outcomes related to course specific goals. See last page for more information.]*

### Upon completion of the course, the student will be able to:

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.

### MAPPING LEARNING OUTCOMES TO GENERAL EDUCATION GOALS

*[For each of the goals selected above, indicate which outcomes align with the goal.]*

Goals	Outcomes
First Goal	
To apply analytical and problem-solving skills to personal, social, and professional issues and situations.	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.

Second Goal	
To communicate successfully, both orally and in writing, to a variety of audiences.	<p>1. The student will be able to list and explain the stages of the selling process.</p> <p>5. The student will be able to prepare and present a sales presentation.</p>
Third Goal	
To recognize what it means to act ethically and responsibly as an individual and as a member of society.	<p>6. The student will be able to identify and explain ethics in selling agriculture products and services.</p>

## **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 Preposition

- 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**

## **INSTRUCTIONAL MATERIALS:**

Required Textbook:

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

## **STUDENT REQUIREMENTS AND METHODS OF EVALUATION:**

A= 90-100

B= 80-89

C= 70-79

D= 60-69

F= 0-59

Exams: 45%

Quizzes: 20%

Homework: 15%

Project: 20%

## **OTHER REFERENCES**

Other resources supplied by the instructor

## Course Competency/Assessment Methods Matrix

(Dept/# Course Name)	Assessment Options																																
<p>For each competency/outcome place an "X" below the method of assessment to be used.</p>	<b>Assessment of Student Learning</b>	Article Review	Case Studies	Group Projects	Lab Work	Oral Presentations	Pre-Post Tests	Quizzes	Written Exams	Artifact Self Reflection of Growth	Capstone Projects	Comprehensive Written Exit Exam	Course Embedded Questions	Multi-Media Projects	Observation	Writing Samples	Portfolio Evaluation	Real World Projects	Reflective Journals	Applied Application (skills) Test	Oral Exit Interviews	Accreditation Reviews/Reports	Advisory Council Feedback	Employer Surveys	Graduate Surveys	Internship/Practicum /Site Supervisor Evaluation	Licensing Exam	In Class Feedback	Simulation	Interview	Written Report	Assignment	
<p>Assessment Measures – Are direct or indirect as indicated. List competencies/outcomes below.</p>	<b>Direct/ Indirect</b>	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	I	I	I	I	D	D							
<p>1. The student will be able to list and explain the stages of the selling process.</p>				X		X		X	X		X		X	X				X		X								X				X	X
<p>2. The student will be able to analyze and critique sales techniques.</p>			X	X		X		X	X		X		X	X				X		X								X				X	X
<p>3. The student will be able to evaluate and make recommendations to improve product marketing and sales.</p>		X	X		X		X	X		X		X	X					X		X								X				X	X

