Dr. David L. Barner  
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Additional hours are offered by appointment. Telephone or E-mail with a few suggested times.  
Regular office hours:  Monday 11:30 until noon, Tuesday 11 until noon, and Thursday 2 until 3

This class is a theoretical and practical study of sales techniques with a heavy emphasis on in-class laboratory experiences. This class is oriented toward selling of local radio and television advertising to local retail businesses. The sales approaches presented may be easily applied to other types of selling.

TEXT: O’Day Personality radio on  D2L

GRADING:

5  points-  Sales questionnaire
25 points - Phone or personal interview with a person in fulltime sales or persuasion field.
25 points-  In class sales demo
25 points-  WC sales presentation
25 points-  QVC at Westminster presentation using facts and benefits on TV ( final period)
50 points – mid-semester exam
10 points-  Guest interview questions
10 points-  Radio commercial recording
50 points-  One on one with Dr. B with a commercial sales presentation
50 points-  final exam

Grading- standard scale with plus and minus.- all grades are posted on D2L Projects may added or dropped as the semester develops.

Each student is allowed 3 personal days during the class. This is for athletic events, illness, etc.  Missing beyond that number will require documentation to avoid penalty. There will be a letter fraction penalty for each additional absence( an\n A grade it will be dropped to an A- etc.).  Attendance will be by sign in sheet

Lateness will not be tolerated and will result in a 1% point grade reduction per later arrival after two late arrivals.

Class schedule-  The class schedule is fluid and subject to change-and will be updated on D2L as needed.

Cell Phones:

Need to be on silent. No texting is permitted during class time. Violators will be asked to leave and will be counted absent for that class.
Broadcast Sales and Advertising or Sales Communication course objectives

At the conclusion of this course students will be able to:

1. Recite the qualities and functions of successful sales people.
2. Create a prospective client list for a sample radio or TV station.
3. Conduct a qualifying interview with a potential local client to determine that client’s strength and weaknesses.
4. Demonstrate that facts about a product must be turned into client benefits by presenting a product demonstration speech.
5. Critique product demonstrations by recording and reviewing that tape.
6. Understand how persuasion theory can be used in professional selling.
7. Write and record a sample radio commercial for a local client that will be used as part of a mock sales presentation.
8. Create a written proposal for a local client that will be used as part of a mock sales presentation.
9. Understand the major components of sales proposal by presenting an advertising proposal to a mock client. (qualifying, presenting, closing, objection handling, and service)