



## SESSION PLAN

### \*Lecture

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COURSE PARTICULARS	
#: .....EA415.....	Title: Personal Selling Management .....

SESSION PARTICULARS		
#: ....1...	Title: Personal Selling and Marketing Concept	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
.....	Personal Selling – a Definition and a Philosophy
.....	Personal Selling in the Age of Information
	Personal Selling as an Extension of the Marketing Concept
	Evolution of Consultative Selling
	Evolution of Strategic Selling
	Evolution of Partnering
	Value Creation –The New Selling Imperative
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**Prepared by :**  
 Designation  
 Name : Dr. Dalia Farrag  
 Sign  
 Date

**Approved by :**  
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 Name: Dr. Khaled Hanafy  
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COURSE PARTICULARS	
#: ..... EA415 .....	Title: Personal Selling Management .....

SESSION PARTICULARS		
#: .....2	Title: Personal Selling Opportunities in the Age of Information	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
.....	.....
.....	Personal Selling in the Age of Information ... Your Future in Personal Selling Employment settings in Selling Today Learning to Sell .....
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COURSE PARTICULARS	
#: ... EA415.....	Title: Personal Selling Management .....

SESSION PARTICULARS		
#: ...3...	Title: Creating Value with a Relationship Strategy	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
.....	.....
.....	Developing a Relationship Strategy
.....	Thought Process that Enhance your Relationship Strategy ...
.....	Verbal and non verbal strategies that Add Value To Your Relationships
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### COURSE PARTICULARS

#: ..... EA415.....	Title: Personal Selling Management .....
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### SESSION PARTICULARS

#: .5.....	Title: Communication Styles: Managing Selling Relationships	Hrs: ...2.....
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### LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
.....	Communication style an introduction to Managing Selling Relationships Communication Style Model Minimizing Communication Style Bias Achieving Versatility through style Flexing ..... ..... ..... ..... ..... ..... ..... ..... ..... ..... ..... ..... ..... ..... ..... ..... ..... ..... .....

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COURSE PARTICULARS	
#: ..... EA415.....	Title: Personal Selling Management

SESSION PARTICULARS		
#: ....6...	Title: Product Selling Strategies that Add Value	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
.....	Product Positioning Redefining Product in the Age of Information Product Positioning Options .....

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COURSE PARTICULARS	
#: ..... EA415.....	Title: Personal Selling Management .....

SESSION PARTICULARS		
#: ....7...	Title: 7 <sup>th</sup> week exam	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
.....	7 <sup>th</sup> week exam .....
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COURSE PARTICULARS	
#: ..... EA415.....	Title: Personal Selling Management ...

SESSION PARTICULARS		
#: .8.....	Title: Developing and Qualifying a Prospect Base	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
.....	Prospecting- An Introduction Prospecting requires learning Sources of prospects Qualifying the Prospect Organizing your prospect information ... Developing a Prospecting and sales forecasting plan ..... ..... ..... ..... ..... ..... ..... ..... ..... ..... ..... .....

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#### COURSE PARTICULARS

#: ..... EA415.....	Title: Personal Selling Management .....
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#### SESSION PARTICULARS

#: .9.....	Title: Approaching The Customer	Hrs: ...2.....
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#### LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
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.....	Developing the presentation strategy
.....	Planning the pre-approach
.....	Developing the six presentation plan
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## COURSE PARTICULARS

#: ..... EA415.....	Title: Personal Selling Management .....
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## SESSION PARTICULARS

#: ....10...	Title: Approaching The Customer	Hrs: ...2.....
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## LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
.....	...Steps for the approach .....
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COURSE PARTICULARS	
#: ..... EA415.....	Title: Personal Selling Management .....

SESSION PARTICULARS		
#: ....11...	Title: Creating the Consultative Sales Presentation	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
.....	Consultative sales presentation Need Discovery activities that create value Selecting solutions that add value Need satisfaction-selecting a presentation strategy Developing a persuasive presentation strategy General guide lines for creating value added presentations
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### COURSE PARTICULARS

#: ..... EA415.....	Title: Personal Selling Management .....
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### SESSION PARTICULARS

#: ....12...	Title: Submission and Presentation of the Project	Hrs: ...2.....
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### LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
.....	.....
.....	Students should submit and present their project to reflect what they have studied in this course
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COURSE PARTICULARS	
#: ..... EA415.....	Title: Personal Selling Management .....

SESSION PARTICULARS		
#: ....13...	Title: Closing the Sale and Confirming the Partnership	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
.....	Closing the sale yesterday and today Guidelines for closing the sale Specific methods for closing the sale Practice closing Confirming the partnership when the buyer says yes .....

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COURSE PARTICULARS	
#: ..... EA415.....	Title: Personal Selling Management ...

SESSION PARTICULARS		
#: ....14...	Title: Servicing the Sale and Building The Partnership	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
.....	Building long term partnership with customer service
.....	Current development in customer service
	Customer service methods that strengthen the partnership
	Partnership building strategies encompass all key people
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COURSE PARTICULARS	
#: ..... EA415.....	Title: Personal Selling Management .....

SESSION PARTICULARS		
#: ....15...	Title: Management of the Sales Force	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
.....	Applying leadership skills to sales management Recruitment and selection of sales people Orientation and training Sales force motivation Compensation plan Assessing sales force productivity .....

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