



## SLO Assessment Cycle for BUS 87

*Introduction to Selling* SLO Modified: [04/21/2010]

### Michele Fritz's Team Members:

1. [David Stringer](#) (x8539) BUS

**Additional Team members not on list/notes about team:**

Pat Johnson, David Stringer,

**Additional Notes:**

### Outcomes:

**Outcome 1: Statement** Modified: []

Communicate to others not just the details, but the benefits of an idea, product or service.

### Assessment Cycle Records:

**Outcome 1: Assessment Planning** Modified: [04/13/2011]

#### Assessment Strategy Used:

Quarter: Winter 2011

Assessors: Patricia Johnson

Assessment Tools: Exams • Papers/Essays

Sections being assessed: 61

**Outcome 1: Reflect & Enhance** Modified: [04/11/2011]

**Number of people involved in Phase III: 1**

**Changes:**

#### Methods:

The methodology for assessing the first SLO for Intro to Selling BUS 087 were twofold, the buyer profile and question 26 on the final exam. Exam essay question #26 asked the definition of Feature, Advantage Benefit and an example of each. On the buyer profile I asked the students to select three features of the product or service that would be especially useful for that particular buyer, then tell us the advantage and benefit of each feature. This process allows the student a chance to think of their product/service from the perspective of the customer or end-user.

#### Summary:

1) The success rate was 87%. Four people were not able to give a satisfactory example of the relationship between a feature and its benefit on question 26 of the final exam. 2) This SLO does not need to be changed or eliminated. 3) The method of assessment does not need to be changed. 4) The course or delivery does not need to be changed.

#### Enhancement (Part I):

I will continue to use the Buyer Profile as an assessment tool.

#### Enhancement (Part II):

None.

**Outcome 2: Statement** Modified: []

Negotiate in a way that allows resolution of disagreements based on mutual interests, not win-lose positions.

**Outcome 2: Assessment Planning** Modified: [04/13/2011]

#### Assessment Strategy Used:

Quarter: Winter 2011

Assessors: Patricia Johnson

Assessment Tools: Exams • Papers/Essays

Sections being assessed: 61

**Outcome 2: Reflect & Enhance** Modified: [04/11/2011]

**Number of people involved in Phase III: 1**

**Changes:**

**Methods:**

The methodology for assessing the second SLO for Intro to Selling is final exam essay question #27 and the buyer profile. I asked the students to anticipate two possible objections that a prospect might have to their offer. They were then asked to find a way to answer those objections in a way that would move the process forward, creating a win/win situation; the buyer gets a great product, the seller earns his/her commission.

**Summary:**

1) The success rate was 99%. Only one person did not answer question 27 on the final exam. 2) This SLO does not need to be changed or eliminated. 3) Although overcoming objections is considered a part of negotiation, I think that I will add an activity to allow for more practice and improve measurability. 4) Currently we do four or five role-plays in class. I believe that by asking the students to do a write up of one of the role-plays will give them the opportunity to expand on this skill.

**Enhancement (Part I):**

The next quarter that I teach this class I will incorporate a role-play write up to require more in-depth problem-solving and to increase individual participation.

**Enhancement (Part II):**

None.

**Outcome 3: Statement** Modified: []

Explain how business to business sales transactions are constructed and executed.

**Outcome 3: Assessment Planning** Modified: [04/13/2011]**Assessment Strategy Used:**

Quarter: Winter 2011

Assessors: Patricia Johnson

Assessment Tools: Exams • Papers/Essays

Sections being assessed: 61

**Outcome 3: Reflect & Enhance** Modified: [04/11/2011]**Number of people involved in Phase III: 1****Changes:****Methods:**

The methodology assessment tools for the third SLO for Intro to Selling BUS 087 are two fold, final exam essay questions #29 and #30 and the buyer profile. Because there were four presentations and a maximum of four students to a group each student took responsibility for writing up one profile each. I asked the students to answer detailed questions about their service and now it relates to the buyer's needs. In addition, it asks them to talk about the individual in the company who is making the decision, taking into account that even though they are selling to a company, they are dealing with a human being. The buyer profile also asks them to talk about the needs of the company, the process of making the decision and where they are in that process.

**Summary:**

1) The success rate was 94% Two students were not able to give a plausible example or explain why it was important for a salesperson to have the information in the buyer profile. 2) This SLO does not need to be changed or eliminated. 3) The method of assessment does not need to be changed. 4) The course or delivery does not need to be changed.

**Enhancement (Part I):**

I will continue to use the Buyer Profile as part of the course.

**Enhancement (Part II):**

None.

[ Number of Outcomes for BUS 87: 3 ]