



This course supports the assessments for Personal Selling: Fundamental Concepts. The course covers represents 4 competency units.

Introduction

Overview

Welcome to Personal Selling: Fundamental Concepts. In this course you will learn the key steps to the selling process, and the required skills for top sales management. This course will help you work through the online course provided by Sales and Marketing Executives International's (SMEI) online learning center. The online course has excellent instructions on how to work through the course, some of which have been included in this course.

The assessment will prepare you for the SMEI's Certified Sales Executive (CSE) Certification. This certification recognizes "sales professionals who have met and surpassed high standards of education, experience, knowledge, and ethical conduct" (CSE Learning Resource Center, 2010). You will study all aspects of personal selling to meet strategic and ethical goals.

NOTE: This assessment requires a referral 40 days in advance of the fixed exam date set forth by SMEI. See the "Final Steps" section for more details.

Activities at a Glance Outline

This course includes an "Activities at a Glance" outline to help you briefly visualize the elements of this course. This resource will also provide general pacing guidelines for your work through the course and can be printed and used as a quick checklist for your progress.

- ["Activities at a Glance"](#)

Course Mentor Assistance

As you prepare to successfully demonstrate competency in this subject, remember that course mentors stand ready to help you reach your educational goals. As subject matter experts, mentors enjoy and take pride in helping students become reflective learners, problem solvers, and critical thinkers. Course mentors are excited to hear from you and eager to work with you. Successful students report that working with a course mentor is the key to their success. Course mentors are able to share tips on approaches, tools, and skills that can help you apply the content you're studying. They also provide guidance in assessment preparation strategies and troubleshoot areas of deficiency. Even if things don't work out on your first try, course mentors act as a support system to guide you through the revision process. You should expect to work with course mentors for the duration of your coursework, so you are welcome to contact them as soon as you begin. Course mentors are fully committed to your success!

Preparing for Success

The information in this section is provided to detail the resources available for you to use as you complete this course.

Learning Resources



The learning resources listed in this section are required to complete the activities in this course. For many resources, WGU has provided automatic access through the course. However, you may need to manually enroll in or independently acquire other resources. Read the full instructions provided to ensure that you have access to all of your resources in a timely manner

Enroll in Learning Resources

You will need to enroll in or subscribe to learning resources as a part of this course. You may already have enrolled in these resources for other courses. Please check the "Learning Resources" tab and verify that you have access to the following learning resources. If you do not currently have access, please enroll or renew your enrollment at this time.

Note: For instructions on how to enroll in or subscribe to learning resources through the "Learning Resources" tab, please see the ["Acquiring Your Learning Resources"](#) page.

SMEI CSE Certified Sales Executive Program

All learning resources for this assessment are contained in the Sales and Marketing Executives International, Inc. (SMEI) online program. Enroll in the "SMEI CSE Certified Sales Executive Program" online course through the Learning Resources tab.

SMEI has prepared two proprietary textbooks published by McGraw-Hill Ryerson. These textbooks will be delivered as e-books, along with your course enrollment information.

To achieve your goals, you should complete all chapters in all sections by following the recommended sequence:

- Part 1 ("Introduction to Sales Force Management")
- Part 2 ("Organizing, Staffing, and Training a Sales Force")
- Part 3 ("Directing Sales Force Operations")
- Part 4 ("Sales Planning")
- Part 5 ("Evaluating Sales Performance")
- Part A ("Introduction to Marketing Management")
- Part B ("Marketing Information, Research, and Understanding the Target Market")
- Part C ("The Marketing Mix")
- Certification sample tests and proctored final exam

Note: Please note you will need to register 40 days in advance of taking the certification exam. Please make your arrangements accordingly. Online Proctoring is not available for this exam.

Pacing Guide

The pacing guide suggests a weekly structure to pace your completion of learning activities. It is provided as a suggestion and does not represent a mandatory schedule. Follow the pacing guide carefully to complete the course in the suggested timeframe.

- [Pacing Guide: Personal Selling](#)

Note: This pacing guide does not replace the course. Please continue to refer to the course for



a comprehensive list of the resources and activities

Personal Selling

Personal Selling focuses on the art and practice of selling skills in the following areas: business and industry knowledge, the buying process, the selling process and opportunity management, priority and project management, and communications.

Introduction to Personal Selling

In this topic section, you will be introduced to the fundamentals of selling and sales management processes and techniques. These are basic skills needed for a sales management career.

Note: See the "Introduction to Personal Selling" section of the [CSE Learning Resource Center](#) for what you should be able to do upon completion of the following activities.

Introduction to Sales Force Management

Access the [CSE Learning Resource Center](#) and familiarize yourself with the "Suggestions" page.

Then, read the following in part 1 ("Introduction to Sales Force Management") of the [CSE Learning Resource Center](#):

- chapter 1
- chapter 2
- chapter 3

Complete the corresponding activities and review quizzes.

Sales Force Team

The budget for outside sales forces is usually bigger and involves more people than any other part of a company's marketing budget.

Note: See the "Sales Force Team" section of the [CSE Learning Resource Center](#) for what you should be able to do upon completion of the following activities.

Organizing, Staffing, and Training a Sales Force

Read the following in part 2 ("Organizing, Staffing, and Training a Sales Force") of the [CSE Learning Resource Center](#):

- chapter 4
- chapter 5
- chapter 6
- chapter 7

Complete the corresponding activities and review quizzes for each chapter.

Directing Sales Force Operations

Directing sales force operations is the phase of the management process in which the sales



organization implements the strategic plan designed to achieve the sales objectives.

Note: See the "Directing Sales Force Operations" section of the [CSE Learning Resource Center](#) for what you should be able to do upon completion of the following activities.

Directing Sales Force Operations

Read the following in part 3 ("Directing Sales Force Operations") of the [CSE Learning Resource Center](#):

- chapter 8
- chapter 9
- chapter 10
- chapter 11

Complete the corresponding activities and review quizzes for each chapter.

Sales Planning

Sales planning involves developing sales goals and deciding which strategies and tactics to use to achieve objectives.

In this section, you should learn how to forecast sales, develop budgets, and create and manage sales territories.

Note: See the "Directing Sales Force Operations" section of the [CSE Learning Resource Center](#) for what you should be able to do upon completion of the following activities.

Sales Planning

Read the following in part 4 ("Sales Planning") of the [CSE Learning Resource Center](#):

- chapter 12
- chapter 13

Complete the corresponding activities and review quizzes for each chapter.

Analysis of Performance, Ethics, and Legal Responsibilities

Performance evaluation is a two-part process—a manager needs to (1) look back at prior performance and strategic plans and (2) use that data to plan the next operating period.

In this section, you should learn how to evaluate sales performance and determine and enforce ethical behavior and legal compliance as they pertain to sales management.

Note: See the "Evaluating Sales Performance" section of the [CSE Learning Resource Center](#) for what you should be able to do upon completion of the following activities.

Evaluating Sales Performance

Read the following chapters and complete the corresponding activities and review quizzes in part 5 ("Evaluating Sales Performance") of the [CSE Learning Resource Center](#):



- chapter 14
- chapter 15
- chapter 16
- chapter 17

Complete the corresponding activities and review quizzes for each chapter.

Marketing Management

Marketing management is, "the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value" (Kotler & Keller, 2006, p. 6).

In this subject section, you will be learning the skills to effectively manage a marketing organization.

Reference

Kotler, Phillip & Keller, Kevin (2006). *Marketing Management*, (12th ed.). New Jersey: Pearson.

Part A: Introduction to Marketing

In this section, you will be introduced to the fundamentals of marketing management. After reading this chapter you should be able to:

- outline what marketing managers must manage if they are to be effective
- review organizational philosophy
- explain the how marketing management supports strategic planning

Strategic Planning and Marketing Management Process

Access part A ("Introduction to Marketing") of the [CSE Learning Resource Center](#).

Read the following in the *Marketing Management* textbook by Peter and Donnelly found in the online program:

- chapter 1 ("Strategic Planning and Marketing Management Process").

Complete the corresponding web exercises, internet exercises, and multiple-choice quizzes for this chapter.

Part B: Marketing Information, Research, and Understanding the Target Market

In this section, you will be introduced to certain information systems-those that help to ensure that marketing managers and executives make effective, critical decisions.

After reading these chapters you should be able to:

- explain the marketing research process
- identify what information systems are used for decision making



- explain the buying process in terms of customer behavior
- describe a model for attracting interim customers (i.e., those who do not buy directly)
- compare customer needs by using marketing segmentation tools

Marketing Information and Research

Access part B ("Marketing Information, Research, and Understanding the Target Market") of the [CSE Learning Resource Center](#).

Read the following in the *Marketing Management* textbook by Peter and Donnelly found in the online program:

- chapter 2 ("Marketing Research: Process and Systems for Decision Making")
- chapter 3 ("Consumer Behavior")
- chapter 4 ("Business, Government, and Institutional Buying")
- chapter 5 ("Marketing Segmentation")

Complete the corresponding web exercises, internet exercises, and multiple-choice quizzes.

Part C: The Marketing Mix

In this section, you will be introduced to the four P's of marketing-price, product, place, promotion. These are the key skills that all marketing managers must understand and use effectively to be successful.

After reading these chapters you should be able to

- analyze how a product is defined, branded and packaged
- diagram the product life cycle
- choose appropriate non-personal and personal communication strategies
- evaluate techniques used for effective personal selling
- compare the effectiveness of various distribution channels
- choose appropriate pricing strategies based on demand, supply and environmental influences

Marketing Mix Strategies

Access part C ("The Marketing Mix") of the [CSE Learning Resource Center](#).

Read the following in the *Marketing Management* textbook by Peter and Donnelly found in the online program:

- chapter 6 ("Product Strategy")
- chapter 8 ("Integrated Marketing Communications: Advertising, Sales, Promotion, Public Relations and Direct Marketing")
- chapter 9 ("Personal Selling, Relationships Building and Sales Management")
- chapter 10 ("Distribution Strategy")
- chapter 11 ("Pricing Strategy")



Complete the corresponding web exercises, internet exercises, and multiple-choice quizzes.



Final Steps

Congratulations on completing the activities in this course! This course has prepared you to complete the assessments associated with this course. If you have not already been directed to complete the assessments, schedule and complete your assessments now.

Why is a certification from the SMEI important to your sales management career?

"SMEI's CSE Certification Program is designed to ensure that those completing the program have successfully demonstrated knowledge and understanding of the core competencies" (CSE Learning Resource Center, 2010).

This certification is internationally known and recognized by most professional organizations.

Note: For more information on the structure, organization, and timing (e.g., 180 questions, 3-hour time limit) of the CSE Certification Examination, see the "Your CSE Certification Examination" section of the ["Examination Guide and Suggestions"](#).

Certification Exam

The objective of this section is to practice for the CSE Certification Exam and to apply for and take and pass the exam.

At the end of this section, you should be able to

- describe the benefits of the CSE certification,
- apply for the certification, and
- show competency in sales management by completing the certification exam successfully.

Preparing for the Exam

To prepare for the CSE Certification Exam, please complete the following:

- Read the "[SMEI Certification Policies and Procedures](#)" web page
- Take the [CSE Sample Mini Practice Exam](#) (available in the "Course Content" section of the CSE Learning Resource Center)
- Review [SMEI's "Examination Guide and Suggestions"](#) document.

Registering for the Assessment

Notes:

- Please read and follow these instructions carefully – this is not a standard registration process
- This assessment must be scheduled at least 30 days prior to exam date.

Registration Steps:



1. Review the SMEI's current [Certification Examination Date Schedule](#). SMEI requires that you schedule your exam at least 30 days in advance of the test date. Be sure to choose a valid SMEI date from step 1.
2. Request the assessment in your Degree Plan for Personal Selling: Fundamental Concepts.
3. An assessment scheduler will schedule your exam and you will receive confirmation materials from SMEI.

Taking the Exam

Take the certification exam at the date, time, and place you have scheduled.

SMEI will send your score to the WGU records department. Please note your score will automatically be posted to your degree plan within 3-5 business days

If you do not pass the exam on your second attempt, you will personally have to pay for any and every subsequent attempt.

Note: A score of 135 correct questions (75% of the 180 questions on the exam) is necessary to receive your certification. A score of 153 correct questions (85%) or more is considered a "Pass With Honors".

The WGU Library

The WGU Library

The [WGU Library](#) is available online to WGU students 24 hours a day.

For more information about using the WGU Library, view the following videos on [The WGU Channel](#):

Introducing the WGU library

Note: To download this video, right-click the following link and choose "Save as...": [download video](#).

Searching the WGU library

Note: To download this video, right-click the following link and choose "Save as...": [download video](#).

Center for Writing Excellence: The WGU Writing Center

If you need help with any part of the writing or revision process, contact the Center for Writing Excellence (CWE). Whatever your needs—writing anxiety, grammar, general college writing concerns, or even ESL language-related writing issues—the CWE is available to help you. The



CWE offers personalized individual sessions and weekly group webinars. For an appointment, please e-mail writingcenter@wgu.edu.

Feedback

WGU values your input! If you have comments, concerns, or suggestions for improvement of this course, please submit your feedback using the following form:

- [Course Feedback](#)

Accessibility Policy

Western Governors University recognizes and fulfills its obligations under the Americans with Disabilities Act of 1990 (ADA), the Rehabilitation Act of 1973 and similar state laws. Western Governors University is committed to provide reasonable accommodation(s) to qualified disabled learners in University programs and activities as is required by applicable law(s). The Office of Student Accessibility Services serves as the principal point of contact for students seeking accommodations and can be contacted at ADASupport@wgu.edu. Further information on WGU's Accessibility policy and process can be viewed in the student handbook at the following link:

- [Policies and Procedures for Students with Disabilities](#)