

CUSTOMER SERVICE - BA 2710
GPRC, Department of Business Administration
Fall Session, 2002, 3(3-0)

SEP. 13 2002

Basic Course Information:

Instructor:	Francois Fournier Room - K222 (PEAK) Phone - 539-2230	
Office Hours:	Monday to Friday By appointment	
Transferability:	Check with receiving university	
Workbook:	Customer Service Workbook	
Suggested Text:	Selling Today, Building Quality Relationships Manning, Reece, MacKenzie Prentice Hall Canada Inc.	
Text Usage:	Material will be provided in class through lectures with additional material provided as required.	
Grading Scheme:	Mid Term (Oct. 23)	25%
	Assignments (4)	40%
	Final Exam	<u>35%</u>
Total		100%

Assignments - 40%

Based on Guest Lectures and the completion of the Customer First Action Steps. Upon the completion of each guest lecture, an assignment will be distributed. Students will be required to return the assignment on the prescribed date. Each assignment is worth 10%. Four assignments will be used for a total of 40% of the final grade.

Mid Term - 25%

The Mid Term will be based on in class presentations and reading assignments. All material covered to Oct. 21, 2002 is eligible. The Mid Term Exam will be held Oct. 23rd.

Final Exam - 35%

The Final exam will be based on the entire year with emphasis on material presented from Oct. 28th on. The content will be based on in class presentations and reading assignments.

Course Description: This course prepares students to focus on customer service. Topics covered are: promptness, the building of customer confidence, individualized attention and consumer complaint issues. These issues are related to an overall marketing plan and a necessary attention to detail.

Course Objectives

1. To understand principles of Customer Service and Relationship Building.
2. To develop a positive philosophy of Selling as determined by Customer Service principles.
3. To understand how Relationship Building, Customer Service and Selling interrelate.

Instructor Expectations

1. Attendance. It is expected that students will attend each class. Exams and assignments are based on material presented in class.
2. Participation. Interaction between student/teacher and student/student provides for a better learning environment. This activity is encouraged and appreciated.

Outline: Selling

		<u>Chapters</u>
1.	Personal Selling: Philosophy, ethics Relationship building	1, 3, 4
2.	Prospecting	7, 8
3.	Qualifying: Needs discovery (Questions to use)	10
4.	Presentation: Product knowledge Competition Feature benefit	5
6.	Demonstration: Approaching the customer Needs satisfaction Custom fitting	9, 10, 11
7.	Negotiating: Buyer resistance	12, 13