

Figure 6.4
Sales Etiquette Abbreviated Course Syllabus

<u>Course Number:</u>	BX821A
<u>Course Name:</u>	Sales Etiquette
<u>Instructors:</u>	Ly Dongmei
<u>Students:</u>	Marketing Major AY2021
<u>Required Text:</u>	<ol style="list-style-type: none"> 1. SALES ETIQUETTE and COMMUNICATION SKILLS TRAINING BOOK, Wei Wei, China Textile Press, 2012 2. MODERN ETIQUETTE, Guo exian, Peking University Press, 2022 3. SALES ETIQUETTE, the Boat of the Future, China Economic Press, 2009
<u>Course Description:</u>	<p>Sales Etiquette is a course on business communication and sales skills. As a professional promotion course for marketing and other management majors, in order to improve students' sales ability and humanistic quality, this course covers manners and appearance, communication etiquette, etiquette language, table etiquette, communication skills, negotiation skills, conflict handling, product knowledge and sales skills. The course is designed to teach students how to be elegant, efficient and confident in business situations, help students improve communication skills and sales skills, and build excellent customer relationships.</p>

Topic Outline:	Hours/Minutes
I. Etiquette and Sales Etiquette Overview	4
A. Etiquette overview: <ol style="list-style-type: none"> ① The origin of etiquette ② The connotation of etiquette ③ The characteristics of etiquette ④ The Classification of etiquette 	
B. Overview of sales etiquette: <ol style="list-style-type: none"> ① The connotation of sales etiquette ② The scope of application of sales etiquette 	
C. The important role and criterion of sales etiquette: <ol style="list-style-type: none"> ① The important role of sales etiquette ② Rules of sales etiquette 	
II. Sell Personnel Individual Etiquette	8
A. Appearance and etiquette for the sales staff: <ol style="list-style-type: none"> ① Hair etiquette 	

	② Facial modification etiquette	
	③ Arms modify etiquette	
	④ Legs and feet decorate etiquette	
B.	Clothing etiquette for the sales staff:	
	① Clothing etiquette for male salesmen	
	② Clothing etiquette for female salesmen	
C.	Body etiquette for the sales staff:	
	① Stand posture etiquette	
	② Sitting posture etiquette	
	③ Walking posture etiquette	
	④ Squat posture etiquette	
	⑤ Arm posture etiquette	
III.	Sell Personnel Daily Association Etiquette	6
A.	General principles of business communication for sales personnel	
B.	Sales staff's address, introduction etiquette:	
	① Address etiquette for the sales staff	
	② Introduction etiquette for the sales staff	
C.	Shake hands, pass the business card etiquette for the sales staff :	
	① Shake hands etiquette for the sales staff	
	② Pass the business card etiquette for the sales staff	
D.	Greeting, conversation etiquette for the sales staff:	
	① Greeting etiquette for the sales staff	
	② Conversation etiquette for the sales staff	
IV.	Reception, visit etiquette for the sales staff	6
A.	Concierge order etiquette:	
	① Order of march	
	② Order of going up and down the stairs	
	③ Order of access to the elevator	
	④ Order of the entry and exit door	
	⑤ Order of taking the car	
B.	Reception etiquette for the sales staff	
C.	Visit etiquette for the sales staff	
V.	Actual Practice Etiquette for the Sales Staff	4
A.	Answering phone and phoning etiquette for the sales staff:	
	① Answering phone etiquette for the sales staff	
	② Phoning etiquette for the sales staff	
B.	Wechat etiquette for the sales staff	
C.	Email etiquette for the sales staff	
VI.	Entertain Etiquette for the Sales Staff	4
A.	The variety of entertain	
B.	Chinese entertain etiquette:	
	① The order of Chinese dinner	
	② The use of Chinese food tableware	
	③ Taboo of Chinese food	

- C. Western entertain etiquette:
- ① The order of western dinner
 - ② The use of western food tableware
 - ③ Taboo of western food

Total Sessions (Coverage Hours)	32
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Summary of UG CPC Topics Covered in this Course:	Hours/Minutes
a. Marketing	2
b. Finance	0
c. Accounting	0
d. Management	2
e. Legal environment of Business	0
f. Economics	0
g. Business Ethics	2
h. Global Dimensions of Business	0
i. Business Communications	16
j. Information System	0
k. Quantitative Techniques and Statistics	0
l. Business Policies	4
m. Comprehensive or Integrating Experience	10
Total Estimated CPC Coverage Hours	32