

Mktg 321 – Professional Selling – Spring 2012 Sec. 01, Tuesday/Thursday 7:40am, B-217

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Office Hours: Before class or by appointment	Dept. Office: Marketing and Finance
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TEXT: *Selling: Building Partnerships*, by Weitz, Castleberry, Tanner

COBE CORE CURRICULUM STUDENT LEARNING GOALS AND OBJECTIVES

	<p>Students in this class will learn or practice the following COBE Core Curriculum concepts, methods, and skills:</p>	
	1. Understand and apply analytical and disciplinary concepts and methods related to business and economics:	
<input checked="" type="checkbox"/>	1.7. Legal environment of business	
<input checked="" type="checkbox"/>	1.9. Marketing	
<input checked="" type="checkbox"/>	2.1. Communicate effectively: Write messages and documents that are clear, concise, and compelling	
<input checked="" type="checkbox"/>	2.2. Communicate effectively: Give oral presentations that use effective content, organization, and delivery	
<input checked="" type="checkbox"/>	3. Solve problems, including unstructured problems, related to business and economics	
<input type="checkbox"/>	4. Use effective teamwork and collaboration skills	
<input checked="" type="checkbox"/>	5. Resolve ethical issues related to business and economics	

COURSE OBJECTIVES

1. To help the student understand the process of building and maintaining long term buyer-seller relationships. *Assessment:* Exams, Mini-Cases, Project
2. To enhance student oral and written communication skills. *Assessment:* Role Play, Class Participation, Mini-Cases
3. To build student negotiation and persuasion skills. *Assessment:* Role Play, Exams
4. To build problem-solving and judgment skills in various sales and sales management situations. *Assessment:* Mini-Cases

GRADING SYSTEM

<u>Weight</u>	<u>Points</u>	<u>Item</u>
15%	150	Exam 1
15%	150	Exam 2
15%	150	Exam 3
5%	100	Quizzes
5%	50	Role Play Participation
10%	50	Overall Class Participation
15%	150	5 Mini-Cases
<u>20%</u>	<u>200</u>	Project: Day With a Salesperson
100%	1000	

970-1000	A+
940-969	A
900-939	A-
870-899	B+
840-869	B
800-839	B-
770-799	C+
740-769	C
700-739	C-
670-699	D+
640-669	D
600-639	D-
000-599	F No Sale!

GENERAL INFORMATION

1. Each exam will consist of 50 multiple choice questions and may include material from the book that was not covered in the classroom or from class discussion that was not in the book.
2. The role plays are graded primarily on effort. Everyone will have the opportunity to be a buyer or a seller once. You are not expected to be a great salesperson. In fact, if you prepare a little and remain in your role during filming, then the minimum grade you will get is 80/100. The maximum grade you can get as a buyer is 90/100. The maximum grade you can get as a seller is 100/100. To prepare, learn as much as you can about the product you are buying/selling. Think about what a buyer would want to know about this product. Check the internet for information. Bring information to the role play about the product including point of sale material, etc. Coordinate with your partner who will bring what information. Both buyer and seller should be knowledgeable about the product. If you were the buyer, why would you want to buy the product? If you were a seller, why would someone buy what you are selling?
3. Punctuality and dependability are very important for salespeople. An excessive number of absences or late arrivals will hurt the class participation grade.
4. All supplemental assignments are due at the beginning of class on the date assigned. Your boss will expect sales call reports to be on time, so now is a good time to start. Late reports will be

accepted, but penalized. Please see late charge explanation on the following page.

5. A motto for all written assignments is, "Be brief, be bright, and be gone." The key is to provide the important information without being overly long.

MINI-CASE MEMO EXAMPLE

To: Brian Sahr
From: Karen Piersky
Subject: G.M. Sales Strategy
Date: August 31, 2006

For each of the five mini-cases provided at the first day of class, assume the role of a sales manager reporting on the mini-case situation to your boss, the VP of marketing (me!). In order to accomplish this, you must provide a written memo consisting of two to three paragraphs. The entire memo should absolutely not exceed one page, as it is doubtful that your future boss would read more than that.

Organize your memo from the "top-down" perspective recommended in many business communication books. I've reproduced the general organization below.

1. Recommended action.
2. Problem/Situation Review – What happened
3. Restate (summarize) recommendation with implementation plan
4. How do you make sure it doesn't happen again (think long-term solutions)
5. Optional Feedback request*

* Example: "If I don't hear from you by 5:00 p.m. on Friday, I'll go ahead and implement my recommendations."

GRADING SYSTEM FOR MINI-CASES

The grades will be determined on a holistic basis. This means an overall grade will be assigned that is a combined assessment of both content and style. The following 30 point scale will apply.

- 30 pts You can come to work for me any day! The paper shows complete and insightful analysis, excellent identification of problems, and workable solutions in a well-written form.
- 27 pts A good, basic, complete analysis, but lacks the degree of insight or clarity of a 10. I'd give you a good recommendation for a job, though.
- 24 pts Good analysis, but the paper is either missing something, or has a logic fault. Shows promise, but not quite ready for an employment recommendation.
- 21 pts The memo has more than one flaw and needs some serious work.
- 18 pts The analysis has major flaws and the organization, grammar, and flow of the paper make it difficult for the reader.

GUIDELINES: DAY WITH A SALES PERSON PAPER

- Provide an overview of the day you spent with a salesperson
By hour, by appointment, etc

- Compare the experience with each of the steps in the sales cycle including;
 - Prospecting, Pre-approach, Approach, Needs Discovering, Sales Presentation, Overcoming Objections, Closing
 - How did the salesperson complete each step? What did they do well? What didn't they do well?
- Evaluate the skills demonstrated by the salesperson you shadowed compared to what you learned from class.
- Grammar and writing skills count.

Minimum 3 pages doubled-spaced.

Grading Rubric for the Day With a Salesperson paper:

- Readability
- Overall Content
- General Recommendations
- Sales Process with the seven steps
- Prospecting
- Pre approach
- Approach
- Needs Discovery
- Sales Presentation
- Overcoming Objections
- Closing

Each area is graded "At", "Above", or "Below":

Below – lacks ideas, no analysis, omits a step or glosses over, no reference, or insufficient recommendations

At – covers the step(s), has some analysis, recommendations or references

Above – Has big ideas, covers the step(s), demonstrates good analysis, offers worthwhile recommendations, makes references to the material in book and the class

For the maximum number of points, your paper should be:

- Clearly stated (logic)
- MLA format
- Nice attention to style
- Professional – proofing for typos, punctuation, spelling
- Big ideas
- Incorporate references (content)
- Completes the task
- Includes the day's schedule
- Appropriate length – not too long and wordy or too brief to cover what was asked

LATE CHARGES FOR WRITTEN ASSIGNMENTS

All written assignments are due at the beginning of class. Late charges are severe and as follows:

00:05 - 24:00 hours late - 25% penalty

24:01 - 48:00 hours late - 50% penalty

More than 48:00 hours late equals not done

COURSE SCHEDULE

**subject to change as guest speakers will be interspersed with class material*

Date	Topic*	Assignments Due	
17-Jan	Introductions		
19-Jan	Selling and Salespeople	Chapter 1	
24-Jan		Chapter 1	Role Play Sign Up
26-Jan	Building Partnering Relationships	Chapter 13	
31-Jan	No Class – Find a Sales Person to Shadow		
2-Feb	Buying Behavior/Buying Process	Chapter 3	
7-Feb			Role Play 1 Sales Person Identified
9-Feb	Communication Principles	Chapter 4	
14-Feb	Case Review and Role Play		Mini Case 1 & Role Play 2
16-Feb	Adaptive Selling & Exam #1 Preparation	Chapter 5	
21-Feb	Exam 1 Chapters 1,13,3,4 and 5		
23-Feb	Return Exam 1/Prospecting	Chapter 6	Role Play 3
28-Feb	Sales Video		
1-March	Planning the Call	Chapter 7	Mini Case 2
6-March	Guest Speaker		
8-March	Making the Call	Chapter 8	
13-March	Strengthening the Presentation	Chapter 9	Role Play 4 Mini Case 3
15-March	Responding to Objections & Exam #2 Preparation	Chapter 10	Role Play 5
20-March	Exam 2 Chapters 6,7,8,9,10 and guest speakers		
23-March	Guest Speaker		
27-March	Spring Break		
30-March	Spring Break		
3-April	Obtaining Commitment	Chapter 11	Mini Case 4
5-April	Negotiation	Chapter 12	Mini Case 5
10-April			Role Play 6 & 7
12-April	No Class		
17-April	After the Sale – Building Long-Term Partnerships	Chapter 14	
19-April	Guest Speaker		
24-April	Managing Your Career	Chapter 17	
26-April	Ethical and Legal Issues in Selling	Chapter 2	
1-May	Shadow Paper Discussions		Shadow Paper Due
3-May	Class Post Mortem & Test Preparation		
8-May	8:00am - 10:00am	Exam 3 Chapters 11,12, 14, 17, 2, past chapters, lectures and guest speakers	