

MKTG 3720: Sales & Promotions

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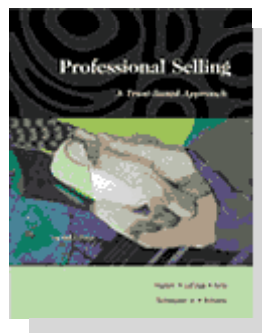
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I. Specifics

Instructor	Angeline Grace Close Assistant Professor, BADM	Website /Email	http://radar.ngcsu.edu/~agclose agclose@ngcsu.edu
Class Time/ Location	M, W 8:10-10:40 Gainesville Campus Dunlap Mathis, Room135	Phone	(706) 542-3764 (UGA office) (770) 718-3875 (Gainesville)
Session	Summer 04	Office Hours	158 Dunlap Mathis M,W 7:30-8; T, R 5-5:30 & By Appt.

Course Description: This course provides the background, concepts, and skills of the professional salesperson in this modern age of information, technology, trust, and relationships. We will discuss current sales, commerce, and sales promotion- business- issues and topics. Specifically, we will focus on the relationship of sales to marketing, relationship marketing, the sales cycle, sales promotions, and the impact of technology with sales (e.g., e-commerce). The principles may be applied to your interests, with a unique sales presentation based from the continuous modules covered. Thus, we will take a theoretical, industry, and applied approach to the class.

Text: Ingram et al., Professional Selling: A Trust-Based Approach, 2nd ed., 2004



II. Description & Goals

Our Course Goals:

1. Role of Sales: We will understand the role of sales with marketing and the entire business function in today's firm.
2. Sales & Technology: We will build a solid knowledge of the impact technology, especially the Internet, has on sales, information dissemination, and the globality of markets.
3. Professional Orientation: We will feature established sales professionals business, in order to get a real-life, one on one perspective.
4. Team Orientation/ Leadership Skills: We will take a team approach to aspects of sales with group discussion and case-like facilitation.
5. Up-to-Date Knowledge: We will stay with the latest advancements and happenings in and related to sales with updates from the media, academia, and popular press via market updates.
6. Deliverable: We will present unique sales presentations to the class and invited guests at the end of the semester.

Modules:

We will surround ourselves with each of these modules:

1. The field of professional selling including the history; contributions made by salespeople to society, employers, and customers; professional selling approaches, and an overview of the sales process.
2. The concept of trust, distinguishing characteristics of trust-based selling, trust-builders including an important discussion of sales ethics in this time of ethical dilemma in business.
3. The activities of buyers (individual and teams) common to each phase of the buying decision process and the corresponding roles and activities practiced by successful sales people in identifying the needs gap.
4. Building upon an understanding and mastery of collaborative, two-way relational sales communication through verbal (questioning, listening, responding), nonverbal application and meaningful interpretation, and written dimensions with emphasis on developing quality sales proposals.
5. Understanding the sales process of prospecting, gathering pre-call information.
6. Planning the presentation and approaching the customer including review of different sales presentation formats. Pre-call information and planning the initial sales call.
7. Establishing a productive buyer-seller dialogue through understanding how to communicate benefits including the use of sales aids. Emphasis is placed on the importance of questioning skills and discovering buyer needs.
8. Handling objections and earning commitment in a professional, ethical manner continuing to develop a trust-based relationship.
9. Building the relationship after the sale while maintaining open, two-way communication adding value through mutually rewarding opportunities.
10. Understanding the concepts and processes of leadership in sales.

III. Schedule

<u>DATE</u>	<u>TOPIC</u>	<u>ASSIGNMENT</u>
M 6-7	Introduction to Course 1: Overview of Personal Selling	Buy/Order Textbook Review Syllabus Think of Presentation Topic Visit http://www.ethics.org . Click on "Character Development." Next, click on "Take Our Poll." On the left-hand side is "Ask the Expert." What are the pressing ethical issues in sales? Ask the expert and compare the expert's thoughts to yours in a 1pg. essay.
W 6-9	2: Building Trust and Sales Ethics Martha, Enron, WorldCom- are ethics hiding?	Team Work (in-class): Scenarios in Sales Management Watch an ethics of sales oriented movie (e.g., <i>Wall Street</i> , <i>Boiler Room</i> , <i>Glengarry Glenn Ross</i>). I have these you may borrow, or they may be easily found at a Blockbuster, etc. or a library. Other movies may be substituted upon permission. Type a 2 pg. essay on the ethical issue(s) prevalent in this movie to sales and your opinions on ethics in the sales arena. Be sure to back up your opinions with justifications. Consider the issues discussed in lecture, and apply them to the ethical aspects presented in the movie. These are due on June 21 st .
M 6-14	3: Buyers	Visit http://www.keirsey.com . Click on "Take the Keirsey Sorter." After reading the explanatory information, scroll down and click on "Take the Sorter." Complete the self-assessment and get your free individual temperament description. Return to the main keirsey.com page. Click on some of the icons found on this page and read about the different temperament styles and how they can predict an individual's behaviors. Discussion Questions a. What are the different temperament styles identified by the Keirsey Sorter? What are key characteristics of each style? b. What was your indicated temperament category? How well do you feel it depicts the image you have of yourself? Why? c. Compare and contrast the Keirsey temperament styles with the communication style categories studied in the text. d. Having identified your temperament category, what implications might it have for you as a salesperson dealing with other people? What about working with people that are in different categories than you?
W 6-16	4: Commu- nications	Presentation Topics Due
M 6-	5: Prospecting & Pre-	Sales Ethics Essay Due (2 typed pgs single spaced) & Discussion in class

21	approach	<p>A large number of computer-based and online tools are available to facilitate tracking prospects and customers. Visit http://act.com and locate and select the hotlink for a "self guided tour." This tour will walk you through the features of the newest release and allow you to experience firsthand how versatile these contact management tools have become. Once you have finished the tour, select "Features and Benefits" from the list of additional information sources in the left margin. Browse through and read about ACT! This will give you a slightly different view of what ACT! can do to help you track your prospects and customers.</p> <p>Discussion Questions</p> <p>a. As a salesperson, how might you use ACT! to increase your selling effectiveness?</p> <p>b. What five features of ACT! would be most beneficial to you? Why?</p>
W 6-23	6: Presentation Planning & Approach	<p>Visit http://www.davekahle.com/close.htm. What does it mean that you have to "open" before you "close"?</p>
M 6-28	MIDTERM (1-4)	<p>Visit http://www.presenteronline.com.</p> <p>This site has a great deal of content that can give you a competitive advantage in your presentation as well as in your work. Click on "Presentation Training." Scroll down and take in the different categories of online training, such as Delivery Techniques, Message Design and Construction, Developing Visual Aids, and Tutorials. Browse through the training topics available and locate three subjects that are of some interest to you-something you might enjoy and benefit from knowing.</p> <p>One at a time, click on each of your selected three topics. Read through and study the materials offered. Take notes and build your understanding and skills. Write a summary reaction paper that identifies each of the three subjects you selected to study. Under each subject, explain what you learned and how you might use the knowledge and abilities gained.</p>
W 6-30	7: Sales Presentation Delivery	<p>Team Work (in-class): Adjusting the Sales Presentation</p> <p style="text-align: center;">Presentation Training Assignment Due</p>
M 7-5	No Class Happy 4th of July!	
W 7-7	8: Addressing Concerns	<p>Specification of goals and detailed plans for achieving those goals are critical for success in any endeavor. Sparkpeople Technologies offers an online planning site that you can use to set your long-term, mid-term, and short-term goals and establish a chronological set of plans for accomplishing your goals. What are your goals? What plans have you made and implemented to achieve those goals? Are you assessing your progress? How well are you doing?</p> <p>a. Visit http://www.sparkpeople.com. Click on the "Start Setting Your Goals Today" hotlink. On</p>

		<p>the next page, click on the link titled "Click Here to Start Setting and Reaching Your Goals Today." Complete the free registration and submit it in order to access the goal- setting applications.</p> <p>The long-term goal page will come up. Before setting your long-term goals, you might find it helpful to look at the examples found through the "Need Ideas?" link.</p> <p>Begin with the setting of long-term goals and work your way through the different stages of planning by completing each page and clicking on the "submit" or the "continue" buttons to advance to the next level. When finished, print the review and summary of your goals and plans. Bring this to class.</p> <p>Discuss the relationship between your long-term, mid-term, and short-term goals. How do they relate and work in concert with one another? How might a detailed and written plan such as this assist you in accomplishing your goals?</p>
M 7-12	9: CRM Guest Speaker: Leadership	Goals Assignment Due 10 Prepared ?'s for Sales Guest Speaker Due (Typed) Leadership, Business, Brokerage and Sales
W 7-14	Sales Presentations	
M 7-19	Sales Presentations	
W 7-21	Sales Presentations	
M 7-26	Sales Presentations	
W 7-28	Sales Presentations	

IV. Format, Policies & Grading

Lectures:

The course material is posted via power point slides, located under “3720” on the class website. It will help to print out the outline version of each chapter before class, and take notes on the print out in order to be prepared for discussion.

Policies:

- NO EMAIL OR LATE ASSIGNMENTS ARE ACCEPTED
- Please see me with individual matters, in lieu of during class or via email.
- This syllabus may be updated or modified accordingly to meet the needs of the class; updates are likely to occur as guest speakers commit their dates.

Class:

1. We will begin and end on time, and take a 10 minute break between sessions.
2. We will begin each session with a corresponding Market Update discussion.
3. Please turn off cell phones or engage in other distracting behavior.
4. Honor code at all times; see NGCSU’s website for any ?’s on the honor code.

Attendance & Participation:

Please note NGCSU’s Attendance policy: if you miss more than 14% of classes, you will be dropped with either a W (before midpoint & passing) or a WF (not passing &/or after midpoint). In the summer session, this is only three classes. Unless receiving notice from Academic Affairs reflecting an extenuating circumstance, this policy remains. In the event an assignment is missed due to absence, it cannot be made up, unless arrangements are made prior to the absence. Excellent attendance and meaningful participation will be considered with borderline final grades. Hence,

Evaluation:

- The market updates and course participation are worth 50 points total.
- The midterm is worth 100 points.
- The ethics, presentation training, and goals assignments are worth 33.3 points each, 100 points total.
- The sales presentation and role-play (final) is worth 200 points.

Total points for the course = 450.

Grading Scale (Out of 450 Points):

Grade:	A	B	C	D	F
Points:	405+	360-404	324-359	271-323	270-

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F= < 60%

I have designed the grading scale to reflect a balance of your business skills, recall of the material, and application of the material.

MARKET UPDATE: 50 points

We will bring in, and feature Market Updates before every session. You will be assigned one session to lead. Bring in an article from a credible source that corresponds with the sales/marketing topic of the session you lead. Please see me about the validity of your source if it is questionable. On your day as leader, bring in an article for each class member, present it, and *facilitate a discussion* on the topic. To do this, prepare five interesting questions about your article/topic for the class to debate. Turn in these typed five discussion questions stapled to copy of the article. Your grade includes participating in all discussions, not just on leading your own session.

MIDTERM: 100 points

1. I will give the entire course period for the exam, which covers modules 1-4 (aspects of sales aside from the sales presentation) and discussions.
2. The exam has 60 multiple choice ?s, covering pre-presentation sales principles.
3. The midterm comes from the book and the lecture material. The exam may also cover key concepts from our class discussions.
4. The instructor gives power point slides and study guides; yet **DO NOT RELY** on just these. It is crucial to absorb class discussion and to read the text to do well on the exam.
5. The midterm cannot be taken after the sanctioned date. Please see me about any problems. If a test or assignment is missed, a 0 grade is earned.
6. Students are not permitted to enter the class once the test begins, nor will anyone be excused.

ASSIGNMENTS: 100 points

Assignments are given, in order to apply the concepts presented in the course. Details are given in the course schedule (above). Some assignments are to be graded (ethics, presentation skills, and goals), while the others should be prepared for discussion and to hand in. Each assignment should be 2 pages, typed, single-spaced. Only typed assignments are taken, and on their respective due dates at the beginning of class.

SALES PRESENTATION: 200 points

The sales presentation serves as the final for this course. See the description below.

V. Sales Presentation:

Everyone will present an individual sales presentation at the end of the semester, and serve as a “buyer” in the audience during the other presentations. During your 20 min. power point presentation, you will present a sales presentation as in a professional business setting, and based on the principles learned in the course. The “buyers” will ask questions for 10 min. after each presentation. You should bring presentation materials (e.g., the product, photos, music, dress, business materials) for your presentation-be creative and professional!

Date and Topic Selection:

You may choose to give a sales presentation on any existing product or service. Consider our discussion of what products or services are suited for personal selling. These may be a B2B (business to business) or a B2C (business to consumer) presentation. The chart below may be updated with the final roll. (*Note: This is an updated version: Please note your key dates. It is crucial to attend ALL presentations).

<u>DATE</u>	<u>SALESPERSON</u>	<u>LEAD BUYER</u>
W 7-14	a. Russell Beane b. Nina Bloomingdale c. Chris Gaines	a. Nathan Williams b. Elizabeth Wright c. Amy Stroup
M 7-19	a. Andrea Brock b. Stephanie Cash c. Tracy Cole	a. Megan Potier b. Audrey Rainey c. Elaine Shubert
W 7-21	a. Derek Howard b. Rebecca Martin c. Megan Potier	a. Russell Beane b. Nina Bloomingdale c. Stephanie Cash
W 7-26	a. Audrey Rainey b. Elaine Shubert c. Rick Smith	a. Tracy Cole b. Chris Gaines c. Andrea Brock
M 7-28	a. Amy Stroup b. Nathan Williams c. Elizabeth Wright	a. Rick Smith b. Derek Howard c. Rebecca Martin

Presentation Information:

- The number presenting on each day will depend on the final enrollment. Presenters will be assigned based on alphabetical order.

- The presentation must be on an existing (i.e., real, established) product or service.
- Dress professionally (i.e., job interview attire) on your presentation day.
- See the *presentation grading form*, to be distributed to the class.
- A lead buyer will be responsible for leading the discussion following each presentation.
- *Everyone* must contribute to questions after each presentation. The audience will give questions and feedback to each presenter as a part of their overall grade.
- Be creative! You may bring supplements related to your topic (e.g., music, food, commercials, displays, etc.) for an effective presentation.
- Please bring an original handout for every student, + the professor.
- Please bring the presentation on a disk or CD to turn in, marked with the topic and name.
- You are welcome to invite guests to watch on your day.

*To be successful in this class, please come prepared (e.g., read the chapters assigned above, have outline from power point printed, ready to participate) to each class session. By reading, attending class, and working towards a solid sales presentation, you will gain knowledge of sales and the information based business world surrounding us.