

Overview of Course Work

The course work is intended to fully engage you in realistic personal selling situations as an individual and as well as member of a team, and your participation will be as a seller, a buyer, and an observer. Approximately half the class will be formal lecture. The majority of the class will be learning-by-doing. In addition to presentations, five basic written assignments are required: scripts, sales proposals, buyer report, time log analysis, and shadow a professional. Following is a brief listing of the course work:

Role Playing: Individual Work – Two role playing situations in which you will qualify a prospect, demonstration a product, or/and handle objections and closing the sale. Each assignment includes the following three components:

- (1) write a script
- (2) role play performance that will be video-taped
- (3) evaluate your video and observer comments

Sales Proposal and Buyer Report: Team Work – Write and present two sales proposals and participate as a member of a Buyer Team. For details, see the following guidelines:

- (1) Sales Proposal Guidelines
- (2) Sales Presentation Guidelines
- (3) Written Sales Proposal Requirements
- (4) Checklist for Buyer Report

Observer – Only two students or two teams will be engaged in the presentations for the individual and team work stated above. The remaining students will be observers and be given feedback forms to assess the performance of the individual or teams presenting. Observer feedback will be graded based on the quality of the feedback, such as, whether the feedback is constructive, meaningful, reflective, and has written comments. Observing and evaluating are a significant part of your learning activities in this course. By observing and evaluating, you will learn from other students errors as well as achievements.

Other Course Work

- (1) Time log
- (2) Shadow a sales professional
- (3) Class participation

All written reports, except the 3x5 index cards, must be typed, doubled spaced, using 12-pt type size with 1" margins on all sides. In addition, no widows or orphans are allowed in your reports.

Details of Four Major Course Activities

The next three pages, 4, 5, and 6 provide important details for the following four course activities. Be sure to read these pages carefully, because the pages contain both details regarding the particular activities as well as several important submittal due dates.

- (1) Role Playing: Individual Work**
- (2) Sales Proposal: Team Work**
- (3) Time Log Analysis**
- (4) Shadowing a Professional Sales Person**

(1) Role Playing Overview

Role Playing: Individual Work

Role playing scenarios will be, as much as possible, totally "real world." Students should expect that anything that could happen in the real world will happen in these role plays.

It is required that students practice extensively before the role play. Here is a suggested sequence:

- 1) Practice alone, working on your opening, needs identification questions, and organizing your final portfolio.
- 2) Practice with your best friend, providing him/her with a list of objections you anticipate might come up in the role play.
- 3) Practice with at least two other people, providing them with a list of objections you anticipate might come up in the role play.
- 4) Practice with the team member you selected as the customer and/or buyer.

Selection of Products for Role Playing

You may choose almost any product or service to sell. However, the product must be a current product being sold by an established company. Submit your proposed product or service on a 3 x 5 card with the following information listed:

Your Name

Company Name - must sell for an existing company

Proposed product or service you will be selling, and how it works or is used - must be an actual and legal product

Buying Company's Name – who you will be selling to; must be a real organization.

Brief description of the selling situation: *Try to use sales aids from that firm.*

I will approve or disapprove your product or service. Please note that my approval does not mean that you have chosen a particularly great product or that you will have no trouble presenting it. Approval simply indicates that you are allowed to proceed. For assistance in the selection of a product or services see "Examples of Products - Services That Students Have Chosen in Prior Personal Selling Courses."

You must do two of the following three types of role playing:

- (1) Demonstration
- (2) Prospecting
- (3) Objections and closing

9/10/09: Submit your two 3 x 5 index cards, one for each role playing.

(2) Sales Proposal and Buyer Report: Team Work

Writing and presenting a sales proposal is part of a sales person's normal responsibilities. Nearly all major purchases require the seller to submit a detailed written proposal and to present the proposal. Sales team of 3-5 students will be formed and each sales team will also act as the buyer team for other sales teams.

“Selection Proposal” of Company and Products (10 pages minimum)

You may choose almost any product or service to sell. However, the product must be a current product being sold by an established company. Submit your proposed product or service selection using the following outline:

- (1) Your Team Name and names of each team member
- (2) Company Name - must sell for an existing company
- (3) Proposed product or service you will be selling, and how it works or is used - must be an actual and legal product
- (4) Buying Company's Name – who you will be selling to; must be a real organization.
- (5) Brief description of the selling situation and/or buyer's situation.
- (6) Company Information (the organization you will represent)
 - Historical Perspective
 - Sales Volume
 - Number of stores, plants, etc. (if applicable)
 - Image of the company
 - Products/services the company sells
- (7) Product/Service Description (for product you plan to sell)
 - Features and benefits (in chart form) of product you will sell.
 - Prices and ordering requirements
 - Guarantees
- (8) Competition
 - Number/size of competitors
 - Products/services of companies which compete with your product or service
 - Evaluation of competitive product/service relative to your product/service.
- (9) Appendix
 - Product information
 - Buyer information

NOTE: Your team's product selection paper MUST FOLLOWING THE ABOVE ORDER AND EACH SECTION MUST BE CLEARLY INDICATED BY SECTION TITLES.

The above information should be readily available from public information about the company. The sales team is expected to complete background and product research for both their company, the selling company, as well as, the buying company. The team's "selection proposal" should be approximately ten pages with a bibliography and an appendix with relevant product information and buyer information.

Selection of Sales Proposal Products are due as shown below:

1st Sales Proposal Product Selection is due on September 17th

2nd Sales Proposal Product Selection is due on October 22th

(3) Time Log

The key to successful time management for salespersons lies in thinking and planning ahead. You must become conscious of yourself and decide what you want from your time. You can only manage your time when you have a clear picture of what is going on within and around you. To assess the quality of your working time, school time, and personal time, it is helpful to keep a careful record for a certain amount of time showing exactly how you have used your day. For a two-week period beginning Monday, October 26th and ending Sunday, November 8th, you are to keep a daily log of your activities by writing down everything you have done and how long it took you to do it. The log must be kept on an hourly basis. The more detailed the record, the higher the grade for this assignment. After maintaining this time log, you must answer the following “time analysis questions:”

- (1) What items am I spending too much time on?
- (2) What items am I spending too little time on?
- (3) What items offer the most important opportunities for saving time?
- (4) What am I doing that does not need to be done at all?
- (5) How can I avoid overusing the time of other?
- (6) What are some other improvements I can make in the use of my time?

11/12 - Your time log and responses to the above six questions are due at the beginning of class.

(4) Shadowing a Professional Sales Person

Shadowing involves interviewing a professional salesperson and watching him/her in action over the course of a half-day. This assignment is completed towards the end of the semester and the student is expected to apply the knowledge gained during the semester to assess the work performed by the sales professional. A five- to ten-page paper to report your shadowing experience is required, and the paper must use and footnote concepts and principles from the book in your paper.

10/29 – Submit the name, title, and company of the sales person you will shadow.

12/3 - Your “Shadowing a Professional Sales Person” written report is due at the beginning of class.

Class Schedule (1 of 2)

Topics

Spring 2008	General schedule for covering the chapters from <i>Relationship Selling</i> and the book <i>The Spin Selling Fieldbook</i> .
	NOTE: As stated on page 1 under “Required Reading,” there will be additional required reading material distributed during the course. There is extensive material about all aspects of personal selling. Rather than pre-selecting additional material prior to the course, the professor will select additional material during the course that will be of particular interest to students by dealing with issues and concerns expressed during the course, i.e., the course content will be customized during the semester to achieve a better match with the needs and interests of students.
8/27	<ul style="list-style-type: none"> • Review syllabus and assignments • Introduction to Relationship Selling (Chapter 1) • Using Information to Understand Sellers and Buyers (Chapter 2)
9/3	<ul style="list-style-type: none"> • <i>The Spin Selling Fieldbook</i> • Value Creation in Buyer-Seller Relationships (Chapter 3) • Prospecting and Sales Call Planning (Chapter 5)
9/10	<ul style="list-style-type: none"> • <i>The Spin Selling Fieldbook</i> • Communicating the Sales Message (Chapter 6) • Self-Management: Time and Territory (Chapter 9)
9/17	<ul style="list-style-type: none"> • <i>The Spin Selling Fieldbook</i> • Negotiating for Win-Win Solutions (Chapter 7) • Closing the Sale and Follow-up (Chapter 8)
9/24	• Mid-term Exam: Chapters covered in first four classes , <i>The Spin Selling Fieldbook</i> , and other class material covered in class and/or assignments
10/1	Team Working Session
10/8	• Salesperson Performance: Behavior, Motivation, and Role Perception (Chapter 10)
10/15	• Recruiting and Selecting Salespeople (Chapter 11)
10/21	• Training Salespeople for Sales Success (Chapter 12)
10/29	• Salesperson Compensation and Incentives (Chapter 13)
11/5	• Evaluating Salesperson Performance (Chapter 14)
11/12	• Ethical and Legal Issues in Relationship Selling (Chapter 4)
11/19	• Complete above lecture material
11/26	Thanksgiving holiday – no class
12/3	• Complete above lecture material
12/10	Final Exam

Class Schedule (2 of 2)

In-Class Activities and Assignments

Spring 2008	The following schedule of in-class activities and assignments includes four essential assignments: (1) Individual “Role Playing Presentations,” (2) Sales Proposal Submittal dates, (3) Sales Proposal Presentations, and (4) Submittal of the report by the Buyer Team.
8/27	<ul style="list-style-type: none"> • In-class exercise; initial team formation; complete “Attitude Towards Business” Survey.
9/3	<ul style="list-style-type: none"> • In-class exercise, finalize teams
9/10	<ul style="list-style-type: none"> • Submit products or services for both role playing presentations – two 3x5 index cards
9/17	<ul style="list-style-type: none"> • 1st Role Playing Presentations – (4 students) – Submit copy of script (*) • Submit 1st “selection proposal” for your team’s Sales Presentation
9/24	Mid-term Exam
	<ul style="list-style-type: none"> • 1st Role Playing Presentations – (4 students) – Submit copy of script (*)
10/1	Team Working Session
10/8	<ul style="list-style-type: none"> • 1st Role Playing Presentations – (4 students) – Submit copy of script (*) • Deliver hard-copy of 1st Sales Proposal to Buyer Team for 10/15 presentations
10/15	<ul style="list-style-type: none"> • 1st Role Playing Presentations – (4 students) – Submit copy of script (*) • 1st Sales Proposal Presentations – (2 or 3 teams) • Buyer Team must submit a report to the professor prior to presentation • Deliver hard-copy of 1st Sales Proposal to Buyer Team for 10/22 presentations
10/22	<ul style="list-style-type: none"> • 2nd Role Playing Presentations – (4 students) – Submit copy of script (*) • 1st Sales Proposal Presentations – (2 or 3 teams) • Buyer Team must submit a report to the professor prior to presentation • Deliver hard-copy of 1st Sales Proposal to Buyer Team for 10/29 presentations
10/29	<ul style="list-style-type: none"> • 2nd Role Playing Presentations – (4 students) – Submit copy of script (*) • 1st Sales Proposal Presentations – (2 or 3 teams) • Buyer Team must submit a report to the professor prior to presentation • Submit 2nd “selection proposal” for your team’s Sales Presentation • Submit name, title, and company of sales person you will shadow
11/5	<ul style="list-style-type: none"> • 2nd Role Playing Presentations – (4 students) – Submit copy of script (*) • Deliver hard-copy of 2nd Sales Proposal to Purchaser for 11/12 presentations
11/12	<ul style="list-style-type: none"> • 2nd Role Playing Presentations – (4 students) – Submit copy of script (*) • 2nd Sales Proposal Presentations – (2 or 3 teams) • Buyer Team must submit a report to the professor prior to presentation • Deliver hard-copy of 2nd Sales Proposal to Purchaser for 11/20 presentations • Submit “Time Log” Assignment • Deliver hard-copy of 2nd Sales Proposal to Purchaser for 11/19 presentations
11/19	<ul style="list-style-type: none"> • 2nd Role Playing Presentations – (4 students) – Submit copy of script (*) • 2nd Sales Proposal Presentations – (2 or 3 teams) • Buyer Team must submit a report to the professor prior to presentation • Deliver hard-copy of 2nd Sales Proposal to Buyer Team for 12/3 presentations
11/26	Thanksgiving Holiday – No Class
12/3	<ul style="list-style-type: none"> • 2nd Sales Proposal Presentations – (2 or 3 teams) • Buyer Team must submit a report to the professor prior to presentation • 2nd Role Playing Presentations – (4 students) – Submit copy of script (*) •
12/10	Final Exam

(*) Written self-evaluation of video-taped individual “role playing” is due two weeks after your role playing presentation.

CLASS POLICIES AND NOTES

This syllabus is subject to change during the semester. Changes will be announced in class. All students are responsible for making the changes to their class outline.

1. A comprehensive makeup examination will be scheduled for those students with EXCUSED absences from interim examinations. Excused absences are allowed for family deaths, serious personal illness, or other situations that are beyond the student's control.
2. NO CREDIT will be awarded for exercises/projects TURNED IN LATE
3. Attend class. Habitual absences will be noted through attendance checks.
4. Full credit will not be automatic on assignments turned in for points. NEATNESS, CLARITY, COMPLETENESS, AND PROFESSIONALISM will be considered.
5. Chapters will be discussed in the order shown in the Course Outline. However, the dates may vary depending on the related class discussion and activities.

Policies:

Attendance: It is expected that students will attend each class. If you do not provide a reason for your absence I will record your absence as unexcused. Be on time and be prepared to get full credit for attendance.

Participation: This course is designed to foster class discussion and interchange of ideas. The key to this approach is that students prepare before class and are willing to share their viewpoints. Class participation points will be based on each student's daily contribution to class discussion. Students are expected to volunteer comments and questions; in addition, students will be chosen at random to contribute to the discussion or to answer questions. Students who are unprepared or unwilling to contribute to the class discussions will receive lower class participation grades.

Major Assignments: Written and oral presentation assignments are due on the date assigned. Late assignments will be assessed a one-grade reduction for each day late.

Examination: Test questions will include multiple choice, true/false, short answer, and essay. Lectures, text material, and all in-class work may also be included on the exams. Only in extreme cases will a MAKE-UP exam be given.

Video Taping: All "role playing" by individual students and sales proposal presentations by teams will be video-taped for analysis by students and the professor as well as used for grading the role playing and presentations.

<u>Grading:</u>	Role Playing (Individual Work)		20%
	Sales Proposal/Buyer's Report (Team Work)		20%*
	Additional Assignments		5%
	Individual: "Major" Assignments		30%
	Observer evaluations	10%	
	Time log	5%	
	Class participation	5%	
	Shadowing a professional	10%	
	Exams		25%
	Mid-term	10%	
	Final Exam	15%	

		Total	100%

* Peer evaluation at the end of the semester as well as the instructor's assessment during the semester will be used to determine the student's individual grade for the team work.

Incentive!

Sales people always like incentives! Incentives are intended to motivate sales people to achieve higher goals. One important behavior that every successful sales person follows is to be early for every appointment. Never keep the buying waiting! Consequently, I will add 2% to a student's overall grade if he or she is "early" to every class.

Being "early" means that you are in class when I take attendance - at the beginning of class. Walking in class when I am taking attendance is "not being early" to class. To earn the 2% incentive, you must be early to ALL CLASSES. If you are late to only one class, you will not get any incentive. The incentive is "all or nothing." If you make your goal of early arrival for all classes, you will earn your incentive. If you fail to achieve your goal of perfect early arrival, you will not win any incentive.