

**University of North Carolina at Greensboro**

Bryan School of Business and Economics

Department of Marketing, Entrepreneurship, Hospitality and Tourism

**Course**: MKT/ENT 324-01, Professional Selling, Spring 2019

**Class Times**: T/Tr @ 8 am, Bryan 202

**Instructor**: Mrs. Sara MacSween, sbmacswe@uncg.edu (call Professor MacSween)

**Communications**: Email preferred, include class in subject line

**Office Hours**: Mondays from 12 - 2 pm or by appointment, Room 352

**Text**: *SELL 5* (2015) by Ingram, LaForge, Avila, Schwepker and Williams

ISBN: 9781305662094

**Course Description**: This course examines the role of personal selling in the business process and how salespeople carry out their duties in a variety of business settings ranging from new business development for a start-up to sales with major existing firms with a substantial sales history. It will review the different aspects of the sales task and will cover how to accomplish these tasks effectively and efficiently. The sales principles covered in this course are relevant for both large and small sales and for use in entrepreneurial settings as well as more traditional corporate sales force settings. The course will require considerable interaction. The course will utilize the following learning activities.

1. Required readings
2. Classroom role plays and discussions
3. Observational learning via role plays and videotaped presentations
4. Lectures
5. Guest speakers from both large and small firms
6. Open discussions about various sales-related issues

**Getting to Know You**: To help me more quickly learn your name for the accurate evaluation of participation, please do the following. Both count towards participation.

* Upload your photo to Canvas.
* The SECOND DAY OF CLASS bring TWO copies of your resume (one with photo).

# Important Notes

1. The exam consists of questions from the text, lecture and videos. If you don’t attend class, then you will miss A LOT of the material on the exams.
2. Slides **ARE NOT** posted on Canvas. It is VERY important to attend lectures.
3. Office hours are available each week for review of slides and questions.
4. Quality, not quantity, is important for class participation and oral presentations.

# Course’s Cognitive Objectives

Students need the following **skills and abilities** for this course.

1. Identify/improve areas in your time management process.
2. Modify her/his presentation to match the social style of a specific buyer.
3. Use listening skills to determine buyer needs.
4. Write and identify various types of ADAPT/SPIN questions.
5. Interpret the meaning of various forms of non-verbal communication.
6. Use and identify various aspects of non-verbal communication that can be used to enhance the sales presentation.
7. Present a product/service effectively in a face-to-face sales setting ranging from a new product/new firm sales encounter to selling an existing product to a customer.

Students need to learn and practice the following aspects of the **buying process**.

1. Identify the steps in the complex buying process typically used for big-ticket items and/or new purchases.
2. Identify different types of customers and the critical purchasing factors that will most influence their buying decision whether your firm is an entrepreneurial firm or a business with a long history of sales success.
3. Identify the types of organizational buying decisions and what a salesperson must do to be seriously considered in these buying situations – these actions can vary -- particularly if you work for a small, entrepreneurial firm with little history.
4. Identify the types of organizational buying decisions and what a salesperson must do to be seriously considered in these buying situations.
5. Identify the different people that can be involved in a purchase and their potential role in the buying center/decision.
6. Can select the most effective entry point into a prospect’s buying process.

Students must master the following components of the **selling process**.

1. Identifying the stages of the selling process from prospecting through follow-up.
2. State the qualifications for a suspect to be a prospect.
3. Compare the effectiveness of different types of prospecting techniques for various types of buyers and how these can vary for different firms – ranging from a start-up organization to a well-established business.
4. Use a questioning process like SPIN (Situation Problem Implication Need) or

ADAPT (Assessment Discovery Activation Projection Transition) to identify buying issues.

1. Identify the purpose of an RFP (Request for Proposal) and the various issues involved in responding to one – especially the length of time your firm has been in business.
2. Identify various negotiation pressure tactics and know how to respond to them.

# Five Keys to Successful Semester

1. Read each chapter prior to its discussion in class. This will help you keep up with the course. It will also make your familiar with key concepts that will be discussed.
	* Students must complete chapter quizzes PRIOR to class on the assigned days.
	* Questions will be posted on Canvas. Open-book quizzes.
	* Prepare for guest speakers. Bring printed copy of questions.

1. Attend class. You are paying for this class and should attend. Slides ARE NOT posted on Canvas, so you will miss key points and important discussions. Many exam questions come from the Professor on items NOT included in the text.

1. Ask questions and speak up during class. Class discussions are intended to encourage dialogue. If a question is asked, you should speak up. Class time is your opportunity to ask questions and get further clarification on concepts.
2. Look out for selling everywhere you go. As you go about your day, be aware of sales professionals and their pitches.
	* + What selling technique are they using?
		+ What does their body language and non-verbal language convey?
		+ Are they asking appropriate questions to uncover needs?

1. Actively participate. Preparation of assignments and sales pitch will require work outside of class. This should be fun and further your understanding of key concepts.

**Attendance:** The more you show up, the more you learn. If you don’t attend class, your participation grade will reflect this.

**Inclement Weather**

• This class will follow UNCG’s policy on delays and cancellations due to weather.

# Holiday Observances

* Absences will be granted for religious practices. Email Professor MacSween in advance of your absence.

**Honor Code**: This class will follow the following Honor Code policies:

* University’s Academic Integrity Policy (AI), which can be viewed at <http://academicintegrity.uncg.edu/>
* The Bryan School’s Faculty and Student Guidelines, which can be viewed at [https://bryan.uncg.edu/wp-content/uploads/2017/08/Faculty-and-StudentGuidelines-2018-2019.pdf](https://bryan.uncg.edu/wp-content/uploads/2017/08/Faculty-and-Student-Guidelines-2018-2019.pdf)

# Plagiarism, Falsification of Course Documents or Cheating will not be

tolerated. Please note that any violation of the AI Policy could result in failure of the course. Do your own work because an occurrence can equate to plagiarizing just one sentence from a consulted source. I will investigate if I suspect plagiarism and/or cheating. An AI violation occurs if you falsify a document (i.e. signing another student’s name) for both students. A document AI violation stays on your permanent academic record. Refer to the AI link above for full details.

# Health and Wellness

Your health impacts your learning. Throughout your time in college, you may experience a range of health issues that can cause barriers to your learning. These might include physical ailments, illnesses, strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may be experiencing. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at<https://shs.uncg.edu/>or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available.

# Academic Accommodations

The University of North Carolina at Greensboro respects and welcomes students of all backgrounds and abilities. If you feel you will encounter any barriers to full participation in this course due to the impact of a disability, please contact the Office of Accessibility

Resources and Services (OARS). The OARS staff can meet with you to discuss the barriers you are experiencing and explain the eligibility process for establishing academic accommodations. You can learn more about OARS by visiting their website at<https://ods.uncg.edu/>or by calling 336-334-544 or visiting them in Suite 215, EUC.

**Grading -** grades shown in Canvas **DO NOT** include all items and is **NOT** a true representation of your grade.You can calculate your grade by completing the Excel sheet in Canvas.

|  |  |
| --- | --- |
| **Item**  | **%**  |
| Quizzes (due before class, open book)  | 10%  |
| Exam I (Chapters 1-5)  | 20%  |
| Exam II (Chapters 6-10)  | 20%  |
| Card Sales (eight cards per student and four assignments)  | 10%  |
| Class Participation (bio, six thank you notes, speakers, in-class assignments) | 10% |
| Sales Presentation (individual)  | 20%  |
| Final  | 10%  |
| **TOTAL**  | **100%**  |

**Grading Scale**: Final grades, which will be rounded up, will be assigned as follows:

93-96 = A 80-82 = B- 67-69 = D+

90-92 = A- 77-79 = C+ 63-66 = D

87-89 = B+ 70-72 = C- 60-62 = D- 83-86 = B 73-76 = C 61 – 0 = F

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **A**  | **B**  | **C**  | **D**  | **F**  |
| **Value**  | Outstanding Excellence  | Mastered material  | Tagged the bases  | Unsatisfactory  | Unacceptable  |
| **Organizational Equivalent**  | Promoted  | Raise  | No Raise  | Reviewed  | Fired  |
| **% of Class**  | 15-20%  | 50-60%  | 20-25%  | <5%  | <5%  |

**Exams**: Questions on these exams will require a student to attend class, take good notes on the lectures/presentations and read the textbook to answer them effectively.

* Midterm I - 50 multiple choice questions, Chapters 1-5.
* Midterm II - 50 multiple choice questions, Chapters 6-10.
* Final Exam - 50 multiple choice questions from the sales presentations.

**Make-up Exams**: Only given if arranged prior to the exam or due to illness. If provided for an illness, students must provide a note from a physician on letterhead with a signature before a make-up exam will be given. If a student fails to appear for an exam or make-up exam, they will receive a grade of **zero**.

# Autobell Sales Rubric

|  |  |
| --- | --- |
| **Points**  | **Item**  |
| 40 points  | 0 Autobell cards = 0 points Each card sold = 5 points Sell eight cards to earn 40 points. Will receive BONUS points if sell more than eight!!  |
| 60 points  | Submission of four assignments to Canvas. See schedule. 10 points deducted if don’t include your name. 0 grade for late submissions.  |

**Autobell Sales:** Selling is the best way to practice!! Each student has a quota of eight Autobell cards, which cost $20. Students will purchase the cards by paying in cash or with a check written to the ‘North Carolina Sales Institute’. Purchase cards before/after class or from Terri Sparks during normal business hours in Bryan 421.

**Assignments**: Four personal assignments are due to Canvas (highlighted in yellow on calendar.) Each person must submit their response to each assignment by the assigned time on Canvas. To ensure fairness to all students, late work will NOT be accepted and will receive a grade of ‘0’.

# Class Participation Grading Rubric

|  |  |
| --- | --- |
| **Points**  | **Item**  |
| 5 points  | * Upload photo to Canvas.
* Second day of class bring two copies of your printed resume (one with attached photo).
 |
| 15 points  | Class participation.  |
| 30 points  | Turn in six handwritten notes to the professor (noted in red on calendar).  |
| 50 points  | SPEAKER QUESTIONS – research the companies coming to speak. Answer the questions posted on Canvas. Bring a printed copy of the questions the day the speaker comes to class.  |

**Quizzes**: complete open-book quizzes prior to class.

**Thank You Notes**: Salespeople need to be able to absorb and summarize the important points covered in a meeting. They should also be able to write a decent thank you note. This note should be nicely formatted and well-written, but most importantly the note should summarize the key ideas raised in the class. There are sample notes on Canvas. Hint: The best time to write the thank you note is right after class. Six thank you notes are due throughout the semester. These are listed in red on the calendar.

**Speakers**: bring a printed copy of your questions. Refer to Canvas for dates/questions.

**Sales Presentation**: Individual sales presentations. Students must develop presentation materials, which should be professional and easy to use. The presentation materials should be like what you would develop if you were selling to a real buyer. Dress appropriately.

* 10-minute pitch. Presenters should be prepared for questions/objections.
* Another student presenting that day will act as the buyer.
* Sales overview, buyer profiles and grading rubric will be uploaded to Canvas.
* PRACTICE your pitch before you present in class. Time yourself. You will receive point deductions for going over/under the 10-minute limit.
* Upload your presentation to Canvas BEFORE you present.

# Class Expectations

As **instructor,** I have the following responsibilities:

1. Come prepared to every class.
2. Create a mutually respectful classroom environment.
3. Provide examples of how sales professionals close deals in B-C and B-B environments.
4. Be available to students to review slides and answer questions.
5. Role play sales situations.

As **students,** you have the following responsibilities:

1. Turn off your phone so you can focus on the lecture. Your phone is smart enough!
2. Come prepared to every class by reviewing previous notes and reading the material.
3. Treat others (including the instructor) with respect.
4. Ask questions when you don’t understand.
5. If you are concerned about your grade or progress, schedule an appointment.

**MKT/ENT 324-01 Spring 2019 Class Schedule**

Changes to the schedule will be posted on Canvas. Meetings in Bryan 225 from 5-6 pm.

AMA = American Marketing Association. SBG = Sales Student Business Group.

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| --- | --- | --- |
| **Date**  | **Meeting**  | **Activity**  |
| Tues, Jan 15  |   | Course introduction  |
| Thurs, Jan 17  |   | Guest speaker – John Chapman; bring printed sheet with answers, see Canvas for questions; bring two printed copies of your resume (one with attached photo)  |
| Tues, Jan 22  | **SBG kick off**  | Chapter 1, **Quiz 1** and Video 1  |
| Thurs, Jan 25  |  | Chapter 2, **Quiz 2**, Autobell discussion and turn in thank-you note #1  |
| Tues, Jan 29  | **AMA kick off**  | Guest speaker – TBD, to the Sales Overview document in Canvas start  | Assignment 1 due |  - upload your answers and Autobell sales  |
|  |
| Thurs, Jan 31  |  | Chapter 3, **Quiz 3,** Video 2 and turn in thank-you note #2  |
| Tues, Feb 5  | **SBG**  | Chapter 4, **Quiz 4**, Video 3 and 90 second video with your sales pitch  | Assignment 2 due |  - upload a  |
|   |
| Thurs, Feb 7  |  | Chapter 5, **Quiz 5**, Valentine’s Store and turn in thank-you note #3  |
| Tues, Feb 12  | **AMA**  | Guest speaker – TBD and second video stating and objections you have enco | Assignment 3 due |  – upload a 90 ree main  |
| overcoming the th untered  |
| Thurs, Feb 14  |  | **Midterm I (Chapters 1-5)** and turn in thank-you note #4  |
| Tues, Feb 19  | **SBG**  | Chapter 6 and **Quiz 6**  |
| Thurs, Feb 21  |  | Chapter 7, **Quiz 7**,Video 4 and turn in thank-you note #5  |
| Tues, Feb 26  | **AMA**  | Guest speaker – TBD and answers to the Sales Analysis document in Canvas | Assignment 4 due |  – upload your   |
|  |
| Thurs, Feb 28  |  | Chapter 8, **Quiz 8**, Video 5,turn in thank-you note #6 and last day to buy Autobell cards  |
| Week of 4 Mar  |  | **Spring Break – Have fun!**  |
| Tues, Mar 12  | **SBG**  | Guest speaker – TBD  |
| Thurs, Mar 14  |  | Chapter 9 and **Quiz 9**  |
| Tues, Mar 19  | **MEHT Gala**  | Chapter 10 and **Quiz 10**  |
| Thurs, Mar 21  |  | **Midterm II (Chapters 6 – 10)**  |
| Tues, Mar 26  | **AMA**  | Guest speaker – TBD  |
| Thurs, Mar 28  |  | Sales presentation review  |
| Tues, April 2  | **Speed interviews,** **3.30 – 5 pm, 416**  | In-class working day on sales presentation  |
| Thurs, April 4  |  | Six presentations  |
| Tues, April 9  | **AMA**  | Six presentations  |
| Thurs, April 11  |   | No class  |
| Tues, April 16  | **SBG & AMA**  | Six presentations  |
| Thurs, April 18  |   | Six presentations  |
| Tues, April 23  |  | Six presentations  |
| Thurs, April 25  |   | Six presentations |
| Tues, April 30  |   | Six presentations |
| **Tues, May 7**  | **9 am**  | **Final**  |