

Widener University
School of Business Administration
Syllabus – Fall 2006

MKT 405A – Sales Management
Tues/Thurs: 2:00

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Office Hours:
Mon: 12:00-2:00
Tues: 1:00-2:00
Thurs: 1:00-2:00
Sat: 8:00-9:00

TEXTS:

Ingram, T.N, R.W. LaForge, R.A. Avila, C.H.Schweper, Jr. and M.R. Williams.
(2006) Sales Management Analysis and Decision Making Harcourt College
Publishers – Sixth Edition

Covey, Stephen R. (1989) The 7 Habits of Highly Effective People Simon and
Schuster

OBJECTIVES:

This course should prepare the student to be able to:

1. Recognize and understand the selling process and basic selling skills.
2. Discern the relationship between Marketing and Sales and the relationship of the sales function to the rest of the organization.
3. Identify and analyze the primary applied issues and problems facing the sales manager and the sales professional.
4. Consider and discuss the ethical and social responsibility issues facing the sales profession.
5. Incorporate the variety and reality of existing sales and sales management positions into the framework of the text.

METHOD: This course will be conducted on a discussion and lecture basis. Discussion will be carried on within the framework of reading assignments, cases, and selected current readings. It is the responsibility of the student to study the assignments prior to class in order to participate. Lecture material will be presented primarily to summarize and synthesize the significant points in the reading assignments and to explain or elaborate upon the more difficult concepts. We will be experimenting with role playing during the sales process classes.

EVALUATION:

Midterm Exam	15
Final Exam	15
7 Habits Paper	12
7 Habits Progress reports	9 (3 points each)
Critiques	9 (3 points each)
Interview Paper	25
Class Participation!	15

100

ABSENCE POLICY:

More than two non-approved absences will result in a reduction in the final grade of the student up to a full grade. Repeated significant lateness will be treated the same as absences.

SCHEDULE AND ASSIGNMENTS:

Week 1 Sept. 7	Introduction, Class Preview Module One – Overview of Sales Management The Marketing Concept
Week 2 Sept. 12-14	Module 2 –Personal Selling Function Selling the Pen Exercise Appendix 2 – Sales Careers
Week 3 Sept. 19-21	Communication Concepts, Verbal and non-verbal Seven Habits Paper due Sept 21
Week 4 Sept 26-28	Module 3 – Organizational Strategies and the Sales Function Seven Habits of Highly Effective People
Week 5 Oct 3-5	Module 4 – Sales Organization Structure and Sales Force Deployment Preliminary Interview Paper due Oct 5.

Week 6 Oct 10-12	Appendix 4 – Forecasts Module 5 – Recruitment and Selection of the Sales Force
Week 7 Oct.17-19	Module 5 – Recruitment and Selection of the Sales Force (con't)
Week 8 Oct. 24-26	Module 6 – Sales Training Seven Habits Profile Due Midterm
Week 9 Oct 31-Nov2	Module 6 – Sales Training (con't)
Week 10 Nov 7-9	Module 7 – Sales Management Leadership Ethical Issues
Week 11 Nov 14-16	Module 8 – Motivation and Reward System Management
Week 12 Nov 21	Seven Habits profile due Module 8 – Motivation and Reward System Management (con't)
Week 13 Nov 28-30	Module 9 – Sales Force Effectiveness and Performance
Week 14 Dec 5-7	Module 10 – Evaluating the Performance of Salespeople Interview Papers Due
Week 15 Dec 12-14	Sales Force Automation Critiques Due
Finals Week	

INSTRUCTIONS FOR INTERVIEW PAPER

1. Identify a practicing salesperson or sales manager who would agree to a short interview about their sales job.
2. Submit to me one typed page with their name, title, company, business address and a tentative list of questions. Be sure the list contains at least one question on each of the topics of training, job satisfaction, organizational structure, recruiting, motivation, compensation, and one pertinent social responsibility or ethical question. This should be about ten questions. This is the preliminary interview paper.
3. Interview the individual.
4. Write a 10-12 typed page paper presenting three points of view on each of the topics discussed in the interview.
 - a) the sales professional's
 - b) Yours,
 - c) The textbook'sAny views that are the same can be consolidated, as long as that is indicated in the paper. Evaluate any discrepancies. Include your overall reaction to that sales professional's job. Be sure to include a general description of what the company does, the size of its salesforce, and some general background information on the person.
5. Please check the paper for spelling errors. Points will be deducted for papers with spelling and grammatical errors.
6. Please make four copies of your paper. One to be turned in for me to read and three to be circulated for critiques.

INSTRUCTIONS FOR CRITIQUES

1. Read three papers written by your classmates. Write a one typed page critique of each paper that you read. Include questions you would have liked to ask the interviewee. Describe one part of the paper that was done especially well and explain one part of the paper that could have been done better and why. Be sure to include your reaction to the interviewee's job. Put the student's name who authored each paper on the critique of each paper. You do not have to put your name on the critique.
2. Create a cover sheet that shows your name and shows the names of the three students whose papers you critiqued.

INSTRUCTIONS FOR SEVEN HABITS ASSIGNMENT

After reading *The 7 Habits of Highly Effective People*, you are to prepare a typed paper that covers the following:

The first part of the paper is a discussion of the 7 habits. The paper should have a separate subheading for each of the 7 habits. Under each subheading you should present what the habit means to you in your own words. Then, you should provide another paragraph that discusses how practicing this habit could help make you a better salesperson/sales manager. (approximately 3 typed pages)

The second part of this paper is a personal assessment and improvement plan. You should assess yourself using the Seven Habits Profile sheet provided in class. Categories 3-9 correspond to Habits 1-7. Attach a copy of your completed The Seven Habits Profile at the end of your paper. For all seven habits, discuss how you evaluate yourself (e.g., where you are strong and where you are weak) concerning each habit. Finally, present at least two things you plan to do to improve your performance based on the habits. (Choose carefully, you will need to report your progress on the upcoming papers)

You will turn in your paper, Thursday September 21, and we will discuss the papers in class. This will be the only class session devoted entirely to the 7 Habits book. However, we will refer to it continuously throughout the course when specific habits are relevant to the topic of the class.

The second part of the assignment is to implement your improvement plan. Your job is to try to do the two things you selected to improve on each habit. You should keep some type of record of this improvement. I will not see this record, but you must submit two progress reports to me during the semester. Each progress report will consist of a one page memo reporting on your progress and a new Seven Habits Profile showing the improvements you have made on each habit. The Progress reports are due on October 26 and November 21.