

Syllabus: Marketing 3010, Professional Selling
Jeff Sager
Spring 2007, Tuesday and Thursday: 8:00 a.m. to 9:20 p.m., Cury 104

Office: Room 236A, College of Business Building

Office Hours: Tuesday and Thursday: 2 p.m. to 3:30 p.m.

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OBJECTIVES

1. To help you build your skills in the areas of interrogation and persuasion.
2. To help you enhance your skills in the area of self-presentation and impression management, more specifically including: researching, writing, observing, listening, questioning, presenting, feeding back, closing, and following up.
3. To have you prepare and execute a sales solution by visually, verbally, and nonverbally communicating your information using the selling skills discussed in class, by guest salespeople, and in your lab, and by preparing a written sales proposal.

POLICES

Course Information You can find everything you need to work this course on the Discussion Board on the WebCT course site. It's a good idea to print everything out during the first couple of days of the semester. Little or none of the contextual information changes between semesters.

Textbooks used..... Rackham, Neil (1988) SPIN Selling: Situation, Problem, Implication, Need-payoff, New York, McGraw-Hill. Available through the UNT bookstore or Amazon.com or other retail book sources. ISBN: 0-07-051113-6...Mandatory. Order and read.

Sager, Jeffrey (2005), Principles of Persuasion, Fort Worth, Fountainhead Press. Available through the UNT bookstore. Contains all lecture materials and lecture slides. Useful as an overall text and study guide.

Tests.....will be given on dates shown on this syllabus. Absence on the date of a test must be justified via a University excuse.

Grades.....will be assigned per the syllabus. You can check your grades on WebCT.

Classroom Etiquette.....relevant participation is highly encouraged.

Accommodation Requests Students with learning disabilities, please inform instructor through the ODA office. Athletes, provide official notice of scheduled events.

Accessing the Professor: I am available during office hours and between classes. The best way to visit with me is face-to-face.

GRADING PLAN

A. Basis for earned grade:

Sell Yourself Videotaping	100 points (10%)
Resumé, top skills, and career goals	100 points (10%)
Selling Solution Videotape (on time, on date)	250 points (25%)
Sales Packet (invoice, outline or notes, sales literature used, business card, pencil selling materials)	25 points (2.5%)
Buyer Role Play	25 points (2.5%)
Test 1 (day one through mid-semester)	150 points (15%)
Test 2 (mid-semester through end of semester)	150 points (15%)
Five Textbook Quizzes (on-line, WebCT)	100 points (10%)
Attendance audits	100 points (10%)

A = 900-1000 points

B = 800-899 points

C = 700-799 points

D = 600-699 points

You will be building skills in two areas in the selling course: writing and personal (face-to-face) presentation. Your Selling Solution Video and Buyer Role Play comprise 35 percent of your grade. Your resume, top skills, career goal summary and sales packet comprise 12.5 percent of your grade. Both projects are designed to help you develop your writing skills and personal communication skills. The five SPIN quizzes address selling skills. Your two tests involve knowledge building in the areas of information gathering, diagnosing situations, and providing solutions. The tests comprise 30% of your grade. Note that fifty percent of your grade is derived from your work on communication skills and behaviors (Sell Yourself project, Resume, top skills, career goal summary, buyer role play, and selling solution project).

Using this information, you can determine necessary performance to achieve your desired grade prior to the final exam. You can and should earn an A or a B in this course if you input a suitable level of effort and thought. Most of the material is skill and participation oriented. Your input to the course determines what you take away.

B. Methods of Assessing Your Performance:

1. Tests I and II are multiple choice tests. The tests are drawn from lecture and guest speaker material, and from the text.

2. Sell Yourself Video, resume, top skills and career goals:

You will develop a resume and career goals and forward them to the course instructor using WebCT email. You will project your career goals for the next two and five years. You will evaluate yourself in terms of the saleable skills you possess relative to the needs of your target employer or institution—again using WebCT email.

3. Selling Solution Options

You have two options for the selling solution project. You can choose to role play selling an office system to a small business owner. You can choose to role play an initial visit between a financial planner and a young professional. You can access details for these two projects on Web CT Vista.

4. SPIN Quizzes

You will find five SPIN textbook quizzes on your Web CT Vista home page for this course. You can access the quizzes during the second half of the class. The quizzes build one on the other. You cannot take quiz two until you've taken quiz one—you can take quiz three after you have taken quiz two. You have one opportunity to take each quiz. After you take a quiz, go into the results to be sure the quiz has been graded. Your quiz summary page will show you your quiz history for each quiz. There should be a date and time for each quiz and a grade. I will not get your quiz grade unless you look at the quiz and thereby release the grade.

The quizzes cut off at a specific time on a specific date. Once the quizzes cut off, your opportunity to achieve points cuts off too.

C. Course Calendar

<u>Day</u>	<u>Lecture</u>
Jan. 16 Tu	Role of Course, Review of Assignments
18 Th	Marketing Yourself, Using WebCT
Jan. 23 Tu	Marketing Yourself: The Sell Yourself Project – Initial Sign Up for Sell Yourself
25 Th	Looking at Yourself as a Product
Jan. 30 Tu	Basics of Selling and Marketing
Feb. 01 Th	How Buyers Make Decisions
Feb. 06 Tu	Thinking About You: Your Two and Five Year Career Goals
08 Th	Motivating Yourself, Your top skills, Your Resume.***SPIN Quizzes released

Feb. 13 Tu	Prepare for Sell Yourself: Your skills, Your Resume.
15 Th	Sell Yourself Exercise Taping (Curry 307/308—No Class). ****Turn in top skills and resume on WebCT
16 Fr	Sell Yourself Exercise Taping (Curry 307/308)
17 Sat	Sell Yourself Exercise Taping
Feb. 19 Mo	Sell Yourself Exercise Taping (Curry 307/308 - No Class)
20 Tu	Sell Yourself Exercise Taping (Curry 307/308 - No Class)
21 W	Sell Yourself Exercise Taping (Curry 307/308 - No Class)
22 Th	Sell Yourself Exercise Taping (Curry 307/308 - No Class)
23 Fr	Sell Yourself Exercise Taping (Curry 307/308)
Feb. 27 Tu	Review for exam. Discuss Selling Solution Project
Mar. 01 Th	Exam I
Mar. 06 Tu	Your Selling Solution Project, Interrogation and Selling
08 Th	Overview of the Selling Model
Mar. 13 Tu	Selling Solution Content
15 Th	Selling Solution Content
Mar. 19 through 23,	Spring Break—Choose your selling solution option.
Mar. 27 Tu	Identifying Needs and Transitioning
29 Th	Feature, Advantage, Benefit, Tie-down
Apr. 03 Tu	Handling a Buyer's Concerns and Concluding
05 Th	Review for Selling Solution... SPIN Quizzes turned off.
Apr. 09 Mo	Selling Solution Taping (Curry 307 and 308)
10 Tu	Selling Solution Taping (Curry 307 and 308 - No Class)
11 We	Selling Solution Taping (Curry 307/308)
12 Th	Selling Solution Taping (Curry 307 and 308 - No Class)
13 Fr	Selling Solution Taping (Curry 307 and 308)
Apr. 16 M	Selling Solution Taping (Curry 307 and 308)
17 Tu	Selling Solution Taping (Curry 307 and 308 - No Class)
18 We	Selling Solution Taping (Curry 307/308)
19 Th	Selling Solution Taping (Curry 307 and 308 - No Class)
20 Fr	Selling Solution Taping (Curry 307 and 308)
Apr. 24 Tu	Communication
26 Th	Communication
May 01 Tu	Fine Points of Persuasion
03 Th	What's Next?
May 08 Tu	8:00 a.m. to 10:00 a.m. Test II