

Sales Force Management (MRKT 458) Fall 2007

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When you send me an email, please include MRKT458 and the section # in the subject line. Otherwise, it could get filtered out by my junk-mail filter.
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Pre-Requisites:

1. MRKT 341 Principles of Marketing – everyone should have completed this course prior to taking this class.
2. CBA students should also have completed the following courses: BSAD 150; ENGL 101,102, 150 or 151; MATH 104 or 106; JGEN 120; COMM 311; ACCT 201 & 202 or 306; ECON 211 & 212 or 210; ECON 215 or STAT 218/180.

Please note that failure to meet these pre-requisites may result in you being administratively dropped from this class.

Required Text Books and Material

1. Text Book: *Sales Force Management*, 8th. ed. (Irwin McGraw-Hill Inc.).
Authors: Mark W. Johnston and Greg W. Marshall.
2. Simulation Game: *MARS Sales Management Simulation*. This simulation game will be played in teams. Blackboard has instructions on how to register for the game and purchase the access code online. The cost of playing this game is \$100 per team. Each team will have to purchase an access code and divide the cost amongst the team members.

NATURE OF THE COURSE

The functions and activities of a sales force are so different that many major firms have developed separate recruiting, selection, training, compensation, and motivation programs aimed primarily at the sales force. This course is designed to introduce you to the area of sales force management. The course follows a lecture-discussion format. You are expected to read the assigned material and come prepared to discuss

it in class. The lectures will be supplemented with videos, case analyses, a simulation game, and visits from guest speakers. Some of the objectives of this course are:

- To give you a basic knowledge of the issues involved in managing a sales force.
- To help you develop critical thinking skills that can be applied to sales management situations.
- To enhance your oral and written communication skills.
- To help you develop the art of learning from, and working with others.
- To give you some exposure to the diversity in the workplace and expectations of potential employers.

COURSE COMPONENTS

To meet these objectives, the course includes the following components. Some of these components are team components, others are individual.

INDIVIDUAL COMPONENTS

Exams

There will be three exams covering the text, lectures and videos. From these three, I will count the best two exams for your final grade. The exams will be weighted equally (100 points each) and are not cumulative. There will be no make-up or early exams. If you miss one exam due to an illness, interview, or other conflict, I will base your grade on the remaining two exams.

Attendance and Participation

I want to create an environment in which you are mentally engaged in class by reading the material beforehand and coming prepared with something to contribute. To encourage this, a portion of your course grade will depend on your attendance and participation. Your participation will be determined based on the quality of your input in class. Sheer quantity of comments, with minimal depth or relevance to the focal issues will carry little weight. Please note that attendance only accounts for half this grade. Hence, if you have a perfect attendance record, but never participated in class, you can expect to receive only half the points; the remaining half would have to be earned through participation. Unprofessional behaviors such as, coming late to class, leaving early without permission, falling asleep or being disruptive, will affect your grade.

Missing Class: If you want to be excused from class for a valid reason (e.g., job interview), check with me beforehand, preferably through email. If you are unable to attend class because you fall sick or have some last minute emergency, send me an email or leave a message in my voice mailbox before class. For excused absences, I will give attendance points for the class, but you should not expect to receive any participation points, since you were not there to participate in the learning process. No points will be awarded for unexcused absences. Further, an excessive number of unexcused absences could result in an F grade in the course.

TEAM COMPONENTS

Simulation Game

The purpose of the simulation game is to provide you with an opportunity to apply the concepts you learn in class to a dynamic simulated environment. This game will be played in teams. I will form the teams early in the semester. The simulation will be run over the duration of the semester. You will have two trial runs to familiarize yourself with the game. At the end of the trial periods, all previous scores will be erased and each team will start fresh. The actual game will be played over eight time periods. The simulation decisions have to be uploaded to the game's web-site by 3:30 p.m. on the days indicated. If you are late in uploading your decision, I will run the game without your input for that period. Game results may be downloaded the same evening.

Toward the end of the semester, each team will be required to make a short Power Point presentation (maximum 10 minutes) discussing its strategy and analyzing its performance in the game. You will also be asked to evaluate your team members in terms of their contributions. Individual scores will be adjusted around the team score based on the peer evaluations.

Case Analyses

We will be discussing several cases in this course. These cases help you look at practical problems, analyze them critically, and develop solutions consistent with the analysis. Early in the semester, I will form teams. Each team is expected to analyze the case and give me a short report for every case. The reports should be about 4-5 typed pages, and answer the discussion questions that have been provided for each case. The reports should be submitted electronically through Blackboard before class. Late reports will be penalized.

It is your responsibility to insure that all work submitted by you and your team-mates is free from plagiarism. If any case report is found to be plagiarized, the whole team will receive an "F" grade for the course.

GRADING AND EVALUATION CRITERIA

CRITERIA	POINTS
Simulation Game	100
Case Reports (4 @ 25 points each)	100
Exams (Best 2 @ 100 points each)	200
Attendance and Participation	100
TOTAL	500

Grading Scale

The following grading scale will be used to determine your final grade:

A+	94% or higher
A	90-93%
A-	87-89%
B+	84-86%
B	80-83%
B-	77-79%
C+	74-76%
C	70-73%
C-	67-69%
D+	64-66%
D	60-63%
D-	57-59%
F	56% or lower

Please Note

For all team related components, I will ask you to conduct peer-evaluations at the end of the semester. Individual scores will be adjusted around the team scores, based on the evaluations I receive.

Class Schedule

Sales Force Management (MRKT 458) - Fall 2006

(May be revised as needed)

Date	Topics	Assignment
8/28	<ul style="list-style-type: none"> • Introduction to the course 	
8/30	<ul style="list-style-type: none"> • Overview of sales management 	Read Chapter 1
9/4	<ul style="list-style-type: none"> • The process of buying and selling 	Read Chapter 2
9/6	<ul style="list-style-type: none"> • Strategic role of selling and sales management 	Read Chapter 3
9/11	<ul style="list-style-type: none"> • Organizing the sales force 	Read Chapter 4
9/13	<ul style="list-style-type: none"> • Guest Speakers: Black & Decker 	
9/18	<ul style="list-style-type: none"> • Demand estimation 	Read Chapter 5
9/20	<ul style="list-style-type: none"> • Quotas • Sales Territories 	Chapter 5 (contd.)
9/25	<ul style="list-style-type: none"> • Introduction to the Simulation Game <p style="color: red;">Each team to bring a Laptop with wireless connection to class. If you don't have a Laptop, check one out from the Union.</p>	Read the game instructions before coming to class. Trial Period 1 decisions due
9/27	<ul style="list-style-type: none"> • Case Analysis 1 	Case Report Due
10/2	<ul style="list-style-type: none"> • Role perceptions and satisfaction 	Read Chapter 6 Trial Period 2 decisions due
10/4	<ul style="list-style-type: none"> • EXAM 1 (Chapters 1-4) 	Trial period results will be erased and the game reset.
10/9	<ul style="list-style-type: none"> • Motivating the sales force 	Read Chapter 7 Period 1 decisions due

10/11	<ul style="list-style-type: none"> • Case Analysis 2 	Case Report Due
10/16	<ul style="list-style-type: none"> • Personal characteristics and sales aptitude • Sales Training 	Read Chapters 8 & 10 Period 2 decisions due
10/18	<ul style="list-style-type: none"> • Guest Speaker: Eric Aslakson , Northwestern Mutual Financial Network 	
10/23	<ul style="list-style-type: none"> • No Class - Fall Break 	Period 3 decisions due
10/25	<ul style="list-style-type: none"> • Guest speaker: Nick Hansen – Hersheys Corp. 	
10/30	<ul style="list-style-type: none"> • Sales force recruitment and selection 	Read Chapter 9 Period 4 decisions due
11/1	<ul style="list-style-type: none"> • EXAM 2 (Chapters 5-8) 	
11/6	<ul style="list-style-type: none"> • Compensation and incentive programs 	Read Chapter 11 Period 5 decisions due
11/8	<ul style="list-style-type: none"> • Case Analysis 3 	Case Report Due
11/13	<ul style="list-style-type: none"> • Sales and Cost analysis 	Read Chapter 12 Period 6 decisions due
11/15	<ul style="list-style-type: none"> • Behavior and Performance analysis 	Read Chapter 13
11/20	<ul style="list-style-type: none"> • Case Analysis 4 	Case Report Due Period 7 decisions due
11/22	Thanksgiving Holiday	
11/27	<ul style="list-style-type: none"> • Ethics and sales 	Period 8 decisions due
11/29	<ul style="list-style-type: none"> • EXAM 3 (Chapters 9-13) 	
12/4	<ul style="list-style-type: none"> • Team presentations 	
12/6	<ul style="list-style-type: none"> • Team presentations 	
12/11	<ul style="list-style-type: none"> • Team presentations 	
12/13	<ul style="list-style-type: none"> • Course Wrap-up 	