

*Marketing 4311 Fall 2007: Professional Selling & Communication II*

**Name:** \_\_\_\_\_ **Nickname:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Sales Experience:** \_\_\_\_\_

\_\_\_\_\_

**When did you take 3310 (Pro Sell I) and who did you have?**

\_\_\_\_\_

**Have you had a sales internship? If so, with whom and what did you do?**

\_\_\_\_\_

**Job Preference:** \_\_\_\_\_

**Expected Graduation Date:** \_\_\_\_\_ **Major:** \_\_\_\_\_

**Home Town:** \_\_\_\_\_

**Hobbies:** \_\_\_\_\_

**3 "things" I value most:** \_\_\_\_\_

\_\_\_\_\_

## ***Marketing 4311 Fall 2007: Professional Selling & Communication II***

**Instructor:** Dr. Jeff Tanner                      **Office Hours:** M-W 8-12 and by appointment  
Center for Professional Selling Suite H 226: Office 229; ext. 3485  
**Text:** *Selling: Building Partnerships* by Weitz, Castleberry, and Tanner (6<sup>th</sup> edition)  
*Advanced Selling* by Tanner (draft on Blackboard)

**Purpose:** This class is designed to enhance your communication and selling skills and provide you with a fundamental foundation of knowledge for a successful career in sales. This learning opportunity includes an in depth examination of advanced account management and the processes used to develop accounts and long-term relationships with major accounts.

**Class:** Class time will consist of “dialecture,” case analysis, discussion and sharing of ideas, student presentations, and several exercises. You will help lead discussion and will be involved in several presentations.

*Note Departmental Policies:*

1. Attendance at a fall meeting (if held) for all majors is mandatory.
2. Attendance at the fall ethics conference is mandatory.
3. Grades will not be changed after being turned in except for fixing mechanical errors.

**Expectations: The Professor** - My responsibilities to you include: 1) providing you with information concerning how successful salespeople conduct business, 2) providing opportunities to develop skills necessary to succeed in a sales career, 3) providing honest critiques of your performance in both understanding the concepts of selling and communication and executing the skills required of successful salespeople, 4) attempting to inspire and motivate you to perform at your greatest potential, and 5) **treating you as a responsible adult.**

**The Student** - Your responsibilities in this class include: 1) attending class as you would your job, 2) preparing for each class to contribute meaningful ideas and thoughts to the class discussion (this means you will have read and carefully considered the readings assigned and completed the exercises assigned before class), 3) conducting yourself in a responsible and professional manner, 4) giving your best efforts in each situation presented, and 5) treating others in the class with respect.

**Attendance:** Self-discipline and promptness are important characteristics of successful salespeople (as well as any other successful person). Your contribution to the class discussion is a vital part of our learning experience. Your cohorts and I are counting on you to contribute to the learning environment of the class. It is especially important that you attend promptly for role plays; being late will result in a grade reduction of 10 points and missing the role play without prior notification will result in a zero for the role play.

**Field Experience:** You will identify a salesperson with whom you are to spend at least four hours in the field making sales calls. You must first determine if this is a company that will let you go on and observe sales calls; ***I will not accept interviews of salespeople.*** I highly recommend that you find someone in an industry in which you would like to work. You will “prospect” for your salesperson on your own using whatever prospecting methods you have learned from ProSell I or your personal experience – I recommend you get started now because this project can take significant time and can be difficult to arrange. You should make calls with the salesperson that represent different stages of the funnel, which means that you will make

## ***Marketing 4311 Fall 2007: Professional Selling & Communication II***

several calls with the salesperson. You need to provide me with the salesperson's business card. I will follow-up with your salesperson.

**Sales call reports:** You must provide call reports for each sales call you observe (you may combine several "cold calls" or prospecting calls into one report). The call report should contain: (1) customer name, (2) type of call (prospecting, needs identification, presentation or closing for the sale, follow-up or account maintenance), (3) objectives of the call, (4) summary of the results of the call, and (5) future strategy for the account. These are due in November and worth 15% of the final grade.

**Field Report:** You will write a Field Report at the end of the Field Experience consisting of:

1. Section one - the development of a buying theory based upon the models discussed in the books and class, as the theory relates to your experience with the salesperson with whom you are working. This section is likely to be 2 to 4 pages in length. (30%)
2. Section two - a description of the funnel. You should describe the funnel completely beginning with how salespeople identify prospects and how they then identify how the prospects move through the stages of the funnel. Create a graphic to illustrate the sales cycle. You should include how the salesperson categorizes prospects and current accounts and the strategies used to move them further down the funnel and deeper into the relationship. This section is likely to be 2 to 4 pages in length. (35%)
3. Section three - Comparison and Contrast. Speak with your members of your group about their funnels. Identify how yours is similar and how it is different. Copy their graphic and use it to illustrate the similarities and differences. This section should be no more than 2 pages. (20%)

Your Field Report is due by 5:00 December 6.

**Note: you must get approval from me regarding the company you will use AFTER you have confirmed with them that you can make sales calls with their salespeople.**

**Cases:** Two cases will be assigned and will be discussed in class. These cases are on Blackboard. You will prepare a case analysis and proposal for the Andritz and DTC cases.

**Case Analysis Format:**

- A. Identification of key issues (20%): Do not re-write the case. Identify what you consider the key issues to be and discuss why you feel they are key.
- B. Assumptions (20%): Identify the important assumptions that are being made by the characters in the case. For Example: management assumes that the sales forces of their two companies should be merged. Discuss the assumptions as to whether or not they are good assumptions or poor assumptions. What happens if they are incorrect? How would you find out or determine if they are wrong?
- C. Alternatives (30%): You should discuss several alternatives or solutions to the key issues or problems identified. Discuss the advantages and disadvantages of each solution and evaluate the appropriateness of each alternative.
- D. Recommendation (30%): Justify your choice of action and discuss why this alternative is more appropriate than the others.

These case analyses are in preparation for developing a formal proposal and an account plan. You will be given guidelines during class for the development of the account plan and the formal proposal.

## ***Marketing 4311 Fall 2007: Professional Selling & Communication II***

### **Proposals:**

You will prepare 3 proposals, one each for DTC (50 pts), Andritz (100 pts), and Baxter (100). Account plan and proposal for Baxter will be presented during class. The Baxter case (Blackboard) will be completed as an account plan and will be used for your 2<sup>nd</sup> and 3<sup>rd</sup> role-plays. Role-plays are described in a later section.

### **Account Plans:**

You will prepare 2 account plans, one each for Andritz and Baxter. These are 100 points each.

**Role-Play 1:** Your first role-play is early in the semester. You will use the evaluation sheet used in ProSell I (see Blackboard) and will be selling Baxter light bulbs. You will have 12 minutes and will need to provide your own videotape. This is worth 50 points. We'll talk more about this in class.

**Role-Play 2:** You will use the Baxter case to prepare for the 2<sup>nd</sup> and 3<sup>rd</sup> role-plays. You will primarily be identifying the needs of the buyers in this role-play. A customized role-play evaluation sheet will be used for this role-play (on Blackboard). You will be calling upon 2 or more people during each of the 2<sup>nd</sup> and 3<sup>rd</sup> role-plays. Worth 100 points.

**Role-Play 3:** You will develop a formal proposal based upon the information you gather from role-play 2. During this role-play you will present your solution and attempt to obtain commitment from the buying team. An evaluation sheet is on Blackboard Worth 100 points.

### **Sell-Off**

All students will participate in the local role play competition; dates to be announced. Your grade will be determined by the judges and will count 100 points toward the final semester grade.

The instructor reserves the right to make changes to this syllabus as it becomes necessary. Notice will be given as early as possible for any changes. *HOWEVER, WE ARE WORKING ON UPGRADING SOME OF THE FIELD ASPECTS OF THIS CLASS AND MAY MAKE SIGNIFICANT CHANGES TO THOSE REQUIREMENTS.*

**Unethical Conduct (Cheating):** Department policy requires that any student caught cheating receive an F in the course. Please refer to University policy in the student handbook.

### **Grading Scale**

Field Paper	150	A = 89.5%+
Exams 2@ 100	200	B+= 87.5%+
Role Plays	350	B = 79.5%+
Cases	200	C+ = 77.5%+
Proposals	250	C=69.5%+
Account Plans	<u>200</u>	D=59.5%+
Total	1350	

## *Marketing 4311 Fall 2007: Professional Selling & Communication II*

### Semester Schedule

EXPECT THIS SCHEDULE TO BE ADJUSTED LATER IN THE SEMESTER.

NOTE: **BB** IS ADVANCED SELLING ON **BLACKBOARD**, **WTC** REFERS TO **SELLING: BUILDING PARTNERSHIPS 6<sup>TH</sup> EDITION**

DATE	TOPIC	ASSIGNMENT
Aug. 21	Intro: Review Pro. Sell I	Review Selling from 3310 – Good reasons for getting better
23	The Future of Selling	PowerPoint on Blackboard
28	Salesperson as Manager/ Deming's Theory of Variation	Ch 1 (BB); Case 16.1 WTC
30	Buyer Behavior/ Selling to Resellers	Ch. 2 (BB) and Ch 15 on BB as 15-5e
<b>Sept 4</b>	<b>No Class</b>	<b>Compensation for 9/24</b>
6	DTC / Proposal Writing/Financials	DTC Case analysis due (BB); Ch 6 (BB)
11	<b>Role-Play I</b>	
13	<b>Role-Play I</b>	
18	<b>Role-Play I</b>	<i>DTC proposal due</i>
20	<b>Role-Play I</b>	
<b>24</b>	<b>Sales Career Event</b>	<b>CLASS MEETS IN EVENING 5:30-7:30- note this counts as a regular class day – you got a walk in compensation</b>
25	Sales Strategies & Account Management	WTC Ch. 14, Case 14.1 and 15 (On BB) <i>Role Play 1 Evaluation is Due</i>
27	Account Management	WTC, 14 & 15, Text on Blackboard
Oct 2	Career Management & Account Plans	Chapter 8, BB <i>Andritz Case due – Blackboard</i>
4	Account Plans/Exam Review	Andritz proposal due
<b>9</b>	Exam	
11	<b>Role Play 2 Starts</b>	
<b>15</b>	<b>CPS Program</b>	<b>CLASS MEETS IN EVENING 6-8- business casual, mandatory attendance Cashion 5<sup>th</sup> Floor</b>
16	<i>Role play 2 continues</i>	
18	<i>Role play 2 continues</i>	
23	<i>Role play 2 continues</i>	Andritz Account plan due
<b>25</b>	<b>No Class</b>	<b>Compensation for 10/15</b>
30	<i>Role play 2 continues</i>	

*Marketing 4311 Fall 2007: Professional Selling & Communication II*

<b>DATE</b>	<b>TOPIC</b>	<b>ASSIGNMENT</b>
Nov. 1	<b>End of Role Play 2</b>	
6	Presenting Proposals	<b>Baxter Proposal Due</b>
8	<b>No Class</b>	<i>Field Call Day – Make your Sales Calls</i>
13	<b>RP 3 Starts</b>	
15	<i>Role play 3 continues</i>	
20	<i>Role play 3 continues</i>	Field Paper Call Reports Due
27	<b>RP 3 Ends</b>	
29		<b>Baxter Account Plan Due</b>
Dec 6		<b>Field Paper Due</b>
11		