Dillard College of Business Administration

SYLLABUS: Professional Selling
MKTG3763-101 MW 2:00p – 3:20p Dillard Bldg 177
Fall Semester 2012

Contact Information
Instructor: Dr. Phillip H. Wilson, Associate Professor of Marketing
Office: DH 277
Office hours: MTWR 11:00a-12:00p, MW 3:30p-4:00p, TR 2:00p-4:30p, or by appointment.
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Course description: The course concentrates on professional selling principles and practices of business. Includes principles of communication, listening, selling yourself, and selling a product.

Course Prerequisite(s): Completion of Business Core.

Learning Goals

General Learning Goals:

▪ **Written Communication Skills:** Students will practice written communication skills during several in class exercises. The written communication skills will be assessed in the two class projects. The student will prepare a cover letter and resume for the Sell Yourself! project and prepare sales aids for the capstone sales presentation.

▪ **Oral Communication Skills:** Each student will make two presentations. The student’s oral presentation skills will be assessed on his or her ability to speak clearly and communicate well with a mock customer. Both presentations will be recorded and graded.

▪ **Critical and Analytical Thinking/Decision Making:** Students will develop and practice critical and analytical thinking/decision making skills during in class exercises. The class will practice how to identify customers manifest and latent buying motives as well as develop tools to help customers articulate their latent needs. Critical and analytical thinking/decision making skills will be assessed in the capstone project.

These general learning goals are among those established by the Dillard College of Business Administration. General learning goals represent the skills that graduates will carry with them into their careers. While assessing student performance in obtaining these general learning goals, the Dillard College is assessing its programs. The assessments will assist us as we improve our curriculum and curriculum delivery.

Course Specific Learning Goals: After completing this course, students should be able to:

Identify the fundamental principles of selling;

Promote a professional attitude toward business in general and toward the selling profession in particular;

Examine the operational side of selling in all pertinent functional areas that contribute to the success of marketing in the firm and to the success of the business as it operates in the marketplace;

Interpret factual knowledge of selling as you gain an understanding of professional selling as a major function within the marketing and promotional mix of a firm;
Demonstrate skill in expressing yourself as you improve your communication ability;

Synthesize course materials as you prepare and present a sales presentation by visually, verbally, and nonverbally communicating your information using the selling skills discussed in class and in your textbook.

Course Policies

Attendance Policy: Regular attendance is expected and roll will be taken. Participation in class discussion and role playing is encouraged. Students should read the assigned material and complete assignments prior to coming to class and be prepared to discuss, ask questions, and participate in role playing exercises that relate to assigned material. See the MSU Student Handbook for University Class Attendance Policy.

Other Related Policies

Missed Examination Policy: Only students with authorized absences (see University Class Attendance Policy) may make up missed examinations. Students must make up a missed exam before they are allowed to return to class.

Class Communication: Students must communicate with the instructor via WebCT. I will provide course updates, readings, handouts, examination reviews, and other communication. Students may also check their grades via WebCT.

Grading and Evaluation:

Student performance will be assessed using the following elements.

Exams (2): Each exam will consist of approximately 65 multiple choice questions and 2-5 short essay questions. Lectures, guest speakers, discussions, readings, and handouts are the focus of the examination questions.

Professional sales projects: Three projects are required. A conference room and camcorder will be provided for the video presentations. Dr. Wilson’s GA will provide assistance.

Project 1: Cover Letter and Resume. Students must develop a professional cover letter and resume.

Project 2: Sell-yourself! Each student will make a “Sell Yourself!” video presentation. This presentation is developed from your resume and career goals. Be sure to explain why you developed those career goals, and how you will attain the goals. Video facilities (i.e. camera and room) will be available. (Further details on room assignment later.)

Project 3: Capstone Sales Presentation. In this video presentation the salesperson must prepare and present a professional sales presentation. Dr. Wilson will provide the product and customer information necessary to develop the presentation. The salesperson must also provide a person to play the role of a buyer. The presentation is graded on the quality of sales representative and quality of the buyer. (More information will be provided later.)

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<thead>
<tr>
<th>Element</th>
<th>Points</th>
<th>Grades will be assigned using the following scheme.</th>
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</thead>
<tbody>
<tr>
<td>Exam I</td>
<td>250</td>
<td>A 900 – 1000</td>
</tr>
<tr>
<td>Exam II</td>
<td>250</td>
<td>B 800 – 899</td>
</tr>
<tr>
<td>Project 1</td>
<td>100</td>
<td>C 700 – 799</td>
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<tr>
<td>Project 2</td>
<td>150</td>
<td></td>
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<tr>
<td>Project 3</td>
<td>250</td>
<td></td>
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<tr>
<td>Total</td>
<td>1000</td>
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Course Content and Outline:

I. Selling and salespeople
   A. Ethical and legal issues in selling

II. Knowledge and skill requirements

   B. Buying behavior and the buying process

   C. Using communication principles to build relationships
D. Adaptive selling for relationship building  
   1. Features, advantages and benefits  
   2. Buyer personality types  
   3. Communication styles  

III. The partnership process  
   A. Prospecting  
   B. Planning the sales call  
   C. Making the sales call  
   D. Strengthening the presentation  
   E. SPIN selling  
   F. Responding to objections  
   G. Obtaining commitment  
   H. Formal negotiation  
   I. Building partnering relationships  
   J. Building long-term partnerships  

Academic Integrity:  
With regard to academic honesty, students are referred to the “Student Honor Creed” in the Midwestern State University Undergraduate Catalog. Academic dishonesty (cheating, collusion, and plagiarism) is taken seriously and will be investigated. The minimum penalty is an “F” in this course and referral to the Dean of Students for disciplinary action, which may result in expulsion from the University.

Americans with Disabilities Act:  
If a student has an established disability as defined in the Americans with Disabilities Act and would like to request accommodation, that student should please see me as soon as possible (i.e., within the first two weeks of the semester). Refer to my office hours and phone number shown on page 1. This class follows the guidelines suggested by the Center for Counseling and Disabilities Services for those students who qualify for disability services.

Syllabus Change Policy:  
This syllabus is a guide for the course and is subject to change. Syllabus changes will be communicated via WebCT.

Additional Information:  
Grade Appeals: Any student who believes a grade has been inequitably awarded should first contact the instructor who awarded the grade to discuss the issue and attempt to resolve the differences. A student has 30 days following the first day of the succeeding long semester to file a written appeal with the dean of the instructor’s college in which the course was taught. Refer to the Undergraduate Catalogue for further details. See the MSU Student Handbook for University policy on grade appeal.

Grade Changes: No grade except I may be removed from a student’s record once properly recorded. Changes are not permitted after grades have been filed except to correct documented clerical errors. Requests for error correction must be initiated immediately after the close of the semester for which the grade was recorded.

Awarding and Removal of I: I - incomplete; a non-punitive grade given only during the last one-fourth of a semester and only if a student (1) is passing the course; (2) has reason beyond the control of the student why the work cannot be completed on schedule; and (3) arranges with the instructor to finish the course at a later date by completing specific requirements that the instructor must list on the grade sheet. A student may remove a grade of I within 30 days by completing the stipulated work.

Final Grades: Grades are posted on WebCT and in Web World.

General policies: Exam dates are firm. The student is responsible to have all materials prepared on time. Please feel free to contact the instructor as needed. I want to see everyone do well in this course, but a big part of success depends on the student. I view everyone as an “A” student until proven otherwise. I expect on-time attendance, preparation, participation, and professional effort. Students who have a good attitude and strive to meet these expectations will find me very supportive - I will do whatever I can to help students succeed in this course and beyond.

Assignments: Assignments are due in class at the beginning of class on the specified due date. There is NO PROVISION for late work on any assignment. Plan and schedule to complete work early. Having your work completed on schedule is a key to early success in your business career.
Classroom behavior: Some miscellaneous expectations that I have in the delivery of the course.

- Ask questions.
- Come to class on time and leave on time. You are late to class if I have started the lecture or discussion. If you leave the classroom before class ends, do not return.
- Please do not wear hats or caps in the classroom. These are inappropriate in almost all indoor business situations.
- Please avoid my pet peeves.
  - Attempting to turn in late assignments.
  - Asking: “Did I miss anything important,” “Will I miss anything important,” or “Will we get out early today?”
  - Packing up before class is over.

Tentative schedule (See attached.) Please keep this syllabus as a reference! Students are responsible for all information contained in the syllabus and for any changes to the syllabus, which will be announced in class or on WebCT.

Class communication: Students must communicate with the instructor via WebCT. As such, I will provide course updates, readings, handouts, examination reviews, and communicate also over WebCT. Students may also check their grades via WebCT.
<table>
<thead>
<tr>
<th>Date</th>
<th>Chapters and Readings</th>
<th>Topics of Discussion</th>
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| Aug 27     |                               | Introduction to course and projects  
Selling exercise  
Selling and salespeople                                    |
| Aug 29     | Ch. 1                         |                                                                                     |
| Sept 3     | Labor Day Holiday             |                                                                                     |
| Sept 5     | Ch. 2  
Project 1 Discussion    | Ethical and legal issues in selling  
Cover Letter & Resume Instructions  
Cover Letter & Resume Rubric                                                   |
| Sept 10    | Ch. 3                         | Buying behavior and the buying process                                           |
| Sept 12    | Workshop - *WDIC?* and *Show me the evidence!* |                                                                                     |
| Sept 17    | Ch. 4                         | Using communication principles to build relationships                               |
| Sept 19    | Ch. 5                         | Adaptive selling for relationship building                                           |
| Sept 24    | Ch. 5                         | Adaptive selling for relationship building                                           |
| Sept 26    | Ch. 13                        | Building partnering relationships                                                   |
| Oct 1      | Ch. 14                        | Building long-term relationships                                                   |
| Oct 1      |                               | Last day for December graduates to file for graduation!                              |
| Oct 3      |                               | Cover Letter and Resume Workshop                                                    |
| Oct 8      | Exam 1 – Chapters 1, 2, 3, 4, 5, 13, & 14 |                                                                                     |
| Oct 10     | Project 1 Due (Cover Letter and Resume) |                                                                                     |
| Oct 10     |                               | Last day for May graduates to file for graduation!                                   |
| Oct 15     | Ch. 6  
Project 2 Discussion   | Prospecting  
Sell Yourself! Instructions  
Sell Yourself! Rubric                                                           |
| Oct 17     | Ch. 6                         | Prospecting (cont.)  
Workshop - FAB and FAB Practice                                                   |
| Oct 22-24  | **Sell Yourself! Taping** (out of class) |                                                                                     |
| Oct 22     | Project 3 Discussion           | Sales Presentation Instructions  
Sales Presentation Grading Rubric                                                  |
| Oct 24     | Ch. 7                         | Planning the sales call                                                             |
| Oct 29     |                               | Recognizing Buyer Personality Types                                                 |
| Oct 31     | Ch. 8                         | Making the sales call  
Communication styles                                                               |
| Nov 5      | Ch. 9                         | Strengthening the sales presentation                                               |
| Nov 7      | SPIN Selling                  |                                                                                     |
| Nov 12     | SPIN Selling                  |                                                                                     |
| Nov 14     | Ch. 10                        | Overcoming objections                                                              |
| Nov 19     | Ch. 11                        | Obtaining commitment                                                              |
| Nov 21     | Thanksgiving Holiday begins   |                                                                                     |
| Nov 26     | Workshop - Sales Presentation |                                                                                     |
| Nov 28     | Workshop - Sales Presentation |                                                                                     |
| Dec 3      | Sales Presentation Taping     |                                                                                     |
| Dec 5      | Sales Presentation Taping     |                                                                                     |
| Dec 12     | Exam 2 – 5:45 p.m. – 7:45 p.m. – Chs. 6, 7, 8, 9, 10, & 11; SPIN Selling, Communication styles, Personality types |                                                                                     |
| Dec 15     | Commencement                  |                                                                                     |