

Personal Selling

MKTG 4000

Instructor: Mr. Joe Pirozzi

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Office Hours:

NOTE: *Please read all the information contained in this syllabus. Each student enrolled in this course is expected to be fully aware of all course policies.*

Course Reading Material:

Selling: Building Partnerships by Castleberry and Tanner (2011), 8th Edition, Published by Irwin McGraw-Hill, ISBN: 978-0-07-353001-7

Any additional articles assigned by the instructor.

Course Prerequisite(s): Introduction to Marketing Strategy (MKTG3000)

NOTE: Students with Disabilities:

The Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990 mandate that faculty provide reasonable accommodations to students with documented disabilities. Students who believe that they have a covered disability should contact the Office of Disability Services for Students located in the Student Health Center and schedule an appointment with the instructor within the first week of the semester. Students who fail to initiate a meeting with the instructor in advance may forfeit opportunities for accommodation.

The Syllabus:

Similar to an employee handbook, this syllabus is a complete guide to this course. It contains virtually everything you need to know about how to succeed in this course this semester. Make sure you read it carefully at the onset of the course and consult it throughout the semester whenever you have questions regarding class policies and procedures. Transfer deadlines to your personal calendar now so you can prioritize your activities effectively as the semester progresses.

Note: questions on the Syllabus may appear in the tests throughout the semester so please make sure you review and digest its contents.

Course Overview: Personal Selling revolves around the art of people to people sales which not only applies to our focus of the B2B environment but is also applicable to other professions as well as our everyday lives. We will examine the selling process beginning with understanding the purpose and art of Sales to discussing different techniques and activities necessary to be successful in the Sales arena. With a common thread of developing and nurturing relationships, we will look at building partnerships, the implication of ethical and legal issues, adapting the approach to the situation and the individual, and identifying social styles while modifying behavior to accommodate the different traits. We will discuss and exemplify the steps involved in the sales cycle and how to be successful in their execution including prospecting, planning and making the sales call, setting objectives and handling objections, negotiating the deal getting to 'yes', building blocks of developing long-term relationships, managing your time, and growing your role in your organization. Throughout the course we will discuss the tried and proven approaches of the profession as well as the mistakes and pitfalls encountered by many. We'll share best practices and lessons learned in business and discuss their validity and application. We will also touch on current business activities and the impact of the ever changing political environment. Periodically, we will invite and/or visit industry executives to share their thoughts, ideas, and the ingredients to success in their careers.

The subject matter covered is as follows:

- **Selling and Salespeople**
 - Who sells, Sales activities and characteristics, and Why sell
- **Ethics and Legal Issues in Sales**
 - Customer, employer, peer, and competitor relationships, and Cultural differences
- **The Buying Process**
 - Organization buying decisions and the Buying Center
- **Building Relationships and Communications**
 - Active listening, Verbal messages and body language
- **Adaptive Selling**
 - Types of presentations, Understanding and leveraging social styles
- **Prospecting**
 - Characteristics of good prospect, Lead qualification, and Overcoming prospecting hang-ups
- **Planning the Sales Call**
 - Sources if info, Creating call objectives, and Making the appointment
- **Making the Sales Call**
 - First impressions, Questioning via SPIN, and Features and benefits
- **The Presentation**
 - Characteristics of strong presentation, and Overcoming jitters
- **Handling Objections**
 - Common objections, Successfully addressing objections, and Dealing with tough customers
- **Getting to 'Yes'**
 - Financial terms and conditions, Obtaining commitment, and Handling lost opportunities
- **Negotiations**
 - Nature of negotiating, Planning session, and The negotiation meeting
- **Building Long-term Partnerships**
 - Managing a partnership, and Phases and characteristics of a relationship
- **Managing Time and Territory**
 - Setting goals, Implementing time management, and Evaluating performance
- **Managing within Your Company**
 - Building internal relationships, Departmental development, and Partnering salespeople

Other areas we'll be touching on are ABC Analysis, SWOT, Forecasting, and Business Fundamentals Table.

In addition, the students will be involved in a semester long team project where they'll get an opportunity to utilize the tools and material learned throughout the semester (**see CIMBA Class Project**)

Personal Selling

MKTG 4000 Class Schedule

Session 1:	Class Expectations / Semester Plan / Project Review
Session 2:	C-1 Sales and Salespeople
Session 3:	C-2 Ethical and Legal Issues
Session 4:	C-3 Buying Behavior and Process
Session 5:	C-4 Communications and Building Relationships
Session 6:	Test 1 / C-5 Adaptive Selling
Session 7:	C-5 Adaptive Selling
Session 8:	C-6 Prospecting
Session 9:	C-7 Planning the Sales Call
Session 10:	C-8 Making the Sales Call
Session 11:	Test 2 / C-9 Strengthening the Presentation
Session 12:	C-9 Strengthening the Presentation
Session 13:	C-10 Responding to Objections
Session 14:	C-11 Obtaining Commitment
Session 15:	C-12 Formal Negotiations
Session 16:	Test 3 / C-13 Building Partnering Relationships
Session 17:	C-14 Building Long-term Relationships
Session 18:	C-15 Managing Time and Territory
Session 19:	C-16 Managing within your Company / Project Presentations
Session 20:	Project Presentations
Session 21:	Test 4

Adjustments to Course Schedule: Case discussions and other material will be interspersed throughout the semester and the Instructor reserves the right to adjust the Course Schedule as necessary to meet the changing needs of the class.

Course Objectives:

The objectives in this course are simple and straightforward. In addition to learning the fundamental and essential mechanisms pertaining to professional sales, we will focus on the skills necessary to advance the professional life of each student enrolled in the class, i.e. help prepare you for your working career. These are: understanding cultural differences, enhancement of creativity skills, sharpening of critical thinking skills, and promotion of pertinent business skills with a focus on interpersonal interaction and Sales techniques. **One of my primary goals is to help the student become business savvy and to prepare for their next phase in life of moving into the working world and developing a career. In addition, the student is expected practice personal responsibility and accountability taking ownership of their actions and results as is typically found in the business environment.**

The success of the above objectives depends heavily on both professor and student being prepared for each day's lecture so your commitment to timely completion of the reading assignments is essential. An interactive classroom environment is much more conducive to the learning process than a straight lecture approach (and potentially more interesting as well). **Students are responsible for their own learning in this course. The instructor's responsibility is to provide the opportunities to learn.**

E-Mail Communication:

Outside of the classroom and office hours, my preferred method of communication is via e-mail. I will often use e-mail to communicate any information pertaining to the course. To facilitate interactive/effective communications and class updates, I will use your UI address for class E-mail correspondence.

Method of Instruction:

The training approach is multi-faceted and includes lecture, participant interaction, 'Best Practices', role play, parody clips, life experiences, team project, and hands-on workshops. Also, throughout the training, Cultural differences in conducting business in different countries will be highlighted periodically. Emphasis will be placed on 'lecture/discussion' with the students encouraged to participate in all discussion topics. For learning to occur through these methods, we must each be prepared for class and discuss the various issues that are raised. Textbook readings consist of all of the subject material in each chapter. I will endeavor to cover the major areas from the assigned readings in class; but, ultimately, the responsibility is on the student to read the relevant text material before each class. Class lectures will cover information that is supplemental to that found in the text. All material covered in class, either the textbook, discussion, or lecture, is material that may be included on examinations. Note some of the material covered in class may not necessarily be found in your textbook.

Attendance Policy

Attendance at all classes and CIMBA sanctioned activities is MANDATORY. All unexcused absences will have the following consequences:

- a. 1st absence will result in a loss of a 1/2 of a letter grade in that class
- b. 2nd (cumulative) absence will result in a loss of an entire letter grade in that class
- c. 3rd (cumulative) absence will result in a dismissal from the program

Absences due to illness require a note from the CIMBA Undergraduate Office Staff and/or the Istituto Filippin medical staff. If a student is sick and cannot attend class, he/she must inform the CIMBA Staff immediately. Failure to do so will result in an unexcused absence.

Saturdays:

Due to the extensive amount of travel time incorporated into the CIMBA Undergraduate program, we may have to have a few Saturday classes to ensure that we have the appropriate amount of class sessions (per UI regulations). These Saturdays have NOT been confirmed yet, however they will be by the end of the first week of classes. Note that these Saturday classes will NOT be during any of the CIMBA scheduled travel breaks.

Tests:

Four non-cumulative tests (see points for each under 'Grading') are scheduled in this course. Examinations will be comprised of short answer and thought provoking questions. Short answer questions will assume that you understand all concepts previously covered. Questions will be limited to material covered in both the text and lecture since the previous exam. No one will be allowed to take an exam 15 minutes after the start of the exam or after the first person leaves, whichever occurs first, so be on time! Grades will be posted online as soon possible after the completion of the test.

Grade Appeal Process:

Examination forms are not returned to students upon completion of the exam. Students can review their graded exam during office hours within 2 weeks of when the test grade is posted. Students may formally appeal any questions that they think were incorrectly graded. Disagreements with an exam grade must be in written form specifically stating why I should reconsider your grade and should be presented to me within 48 hours of when the test is reviewed. I will inform you in writing (via e-mail) of my decision regarding your appeal. There will be no appeals for the final exam.

Make-Up Examinations:

For students who miss an exam for any legitimate reason (as per CIMBA guidelines including university sanctioned activities, illness, etc.) and if the instructor is notified prior to the start of the test, a makeup will be given at a time scheduled with the instructor but typically no later than the next scheduled class. If the student does not satisfy these two requirements, i.e. legitimate reason with documentation submitted at the very next class along with prior Instructor notification, the student will receive a 0 for the test and a make-up will not be given. If a second exam is missed for any reason, the student will receive a 0 for the second missed exam and an F for the course. Changes to the make-up exam schedule can only occur via approval of the instructor.

Make-up exams will not necessarily be in the same format as the examination administered to the general class. The question composition of the make-up exams, e.g. essay, is at the discretion of the instructor. **There will be no make-ups scheduled for the final examination.** Life goes on outside of the classroom and I will do everything within reason and within this stated make-up policy to accommodate those students who legitimately miss a scheduled exam. I reserve the right to verify all requested absences.

Homework:

Consists of reading ahead the chapter for the next class. You will be expected to participate in class discussion on the material that is contained in the respective chapter. In addition, each student will be assigned a Chapter case or question which is to be completed, machine typed hardcopy, presented to the class, and submitted when scheduled. **NOTE: Cases/questions will not be rescheduled and are expected to be submitted the day it's due. Failure to submit your correct typed homework as per the schedule will result in the loss of the associated points. Homework points will be posted at the end of the semester.**

CIMBA Class Project: Every student will participate in the project as outlined below:

Project: Each student will participate in a team of three to five (3-5) students who will develop a sales presentation dialogue (i.e., role-play) and a written sales presentation that incorporates material covered in this course. **Participation in the Group Project, which may include a Saturday, is mandatory. If for any reason a student does not participate in the project on the assigned date, he/she will fail the course.** The project will be graded on its content and substance by the Instructor, Guest Visitor(s), and class members as indicated by peer evaluations. **If a Team member does not participate in peer evaluations as a member of the 'Committee' after their respective presentation, points will be deducted from their individual Team Presentation grade.** Teams will be formed early in the course and are not subject to change. Team members should deal with any intra-team differences with me only getting involved in extreme circumstances. Each team member must submit all required documentation to the Instructor by the assigned date and time. Tardy or incomplete submissions will result in a reduction in the final grade of the project for all team members. Once the final project presentation/scenario is submitted, the content is not subject to change. Anyone late for the Team Presentation will not be allowed to participate, will receive a 0 for the project, and will fail the course.

Grading:

Exam #1	100 points
Exam #2	100 points
Exam #3	100 points
Exam #4	100 points
Team Project	200 points
Class Participation	90 points
Assigned Homework	<u>10 points</u> (To be typed & submitted on time)
Total Points	700 points

<u>Grade</u>	<u>Points Received</u>
A+	676 and above
A	650 – 675.9
A-	630 – 649.9
B+	609 – 629.9
B	585 – 608.9
B-	565 – 584.9
C+	539 – 564.9
C	514 – 538.9
C-	495 – 513.9
D+	470 – 494.9
D	445 – 469.9
D-	424 – 444.9
F	Below 424

Note: If you are actively applying yourself in this course and are having difficulty in achieving your course grade objectives, please consult with me as early as possible. I will help to identify your strengths and weaknesses in the course work in an effort to boost your achievement level. **The final days of the semester are not a prudent time to solicit help and therefore I will not entertain grade appeals during the last few weeks of the end of the semester. Grades in this course are based on student performance and applied effort throughout the entire semester.** I do not "curve" grades, nor allow individual students opportunities for additional "extra credit" not provided in advance to all students. While I will do everything possible to help you succeed in this course, each student's grade is ultimately their own responsibility.

Redistribution of Class Materials:

All materials generated in this course are copyrighted. As such, materials cannot be reproduced without permission from the instructor, the applicable publisher or any guest speaker. Summary reproductions in either print or electronic form (e.g., via the Internet) are legal yet undermine an *open* classroom environment and will result in more formal, less informative and less frank lectures and guest speeches.

Cell Phones and Laptops:

Use of electronic devices during class is not allowed. Any use of cell phones will not be tolerated during class and are to be **turned-off when entering the room**. The first time a student violates the policy will result in a warning, the second time the student will lose 25 points off their end of semester total points, asked to leave the room, and will be marked absent for the day, and the third time the student will receive an F for the course.

Code of Honor:

Each student is expected to abide by the University's Code of Student Conduct.

Adjustments to Course Schedule:

As instructor, I reserve the right to adjust the Course Schedule as necessary to meet the changing needs of our class.

Students with Disabilities:

The Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990 mandate that faculty provide reasonable accommodations to students with documented disabilities. Students who believe that they have a covered disability should contact the Office of Disability Services for Students located in the Student Health Center and schedule an appointment with the instructor within the first week of the semester. Students who fail to initiate a meeting with the instructor in advance may forfeit opportunities for accommodation.

