



## Personal Selling & Sales Management (MKT 3230)

FALL 2017 M & F

Section 1 & 2

“A sale is not something you pursue; it's what happens to you while you are immersed in serving your customer.” *Unknown Source*

“People don't like to be sold, but they love to buy.” Jeffery Gitomer

**Class:** M & F Section #1: 11:45AM - 1:25 PM CC204  
**Instructor:** J.J. Shields  
**Office:** Lentz 238  
M 1:30-3:30pm & T/TH 2:30-4pm (or by appointment)  
**E-Mail:** [jshields@carthage.edu](mailto:jshields@carthage.edu)  
**Phone:** 262-551-5886  
**Text Book:** *Selling-Business Partnerships* by Castleberry & Tanner, 9th Edition, 2014

### Course Description

The primary purpose of this course is to provide an overview of the discipline of personal selling and sales management as well as a foundation in sales analytics. Upon completion of this course you will:

- Understand the role of personal selling in organizations.
- Know the selling process.
- Understand the principles of sales management.
- Basic understanding of analyzing sales data.

The basic objectives for this course are:

- to gain an understanding of personal selling as a major function within the marketing and promotional mix of a company.
- to improve your communication ability.
- to familiarize you with the principles of selling.
- to have you prepare and present a sales presentation/call by visually, verbally, and nonverbally communicating your information using the selling concepts discussed in class and in the textbook.
- to have you analyze and report on sales data.
- for you to consider a career in sales.

### Expected Learning Outcomes:

At a very high level personal selling knowledge/skills can be divided into 2 broad categories; analytical skills and selling skills. This course focuses on equipping you with both. Upon successful completion of this course, you will be able to:

Analytical:

- Use a CRM system (salesforce.com)
- Analyze and chart sales data (MS Excel, pivot charts & tables...)

Selling:

- Develop sales materials
- Confidently make a 15-minute professional business-to-business sales call
- Ability to use at least 2 different sales closes

**Required Access:**

You will need access to Microsoft Excel 2013 and web access to use Lynda.com & Salesforce.com.

**Means of Assessment**

<i>Item</i>	<i>% of Final Grade</i>
<b>Exams 3*</b>	<b>45</b>
<b>Sales Report</b>	<b>10</b>
<b>Role Playing (Sales Call)</b>	<b>15</b>
<b>Class Part</b>	<b>10</b>
<b>Sales Observation Report</b>	<b>5</b>
<b>Salesforce.com exercise</b>	<b>5</b>
<b>Portfolio</b>	<b>10</b>
<b>Chapter Questions **</b>	

\* If you submit at least 12 of the Chapter Questions (on time), you can drop your lowest exam.

\*\* If you fail to turn in at least 9 Chapter Questions (on time), you will receive 0% for Class Participation.

**NOTE – LATE WORK WILL NOT BE ACCEPTED. YOU WILL RECEIVE 0 POINTS FOR LATE ASSIGNMENTS.**

**Attendance:**

You are expected to be at all classes. **If you cannot attend a class, you must send an email to the professor with details BEFORE class begins. If no email is received before class begins, you will lose 1% of your final grade for each occurrence.**

**Exams (45%):**

There will be 3 exams during the year. Each exam will have approximately 40 multiple choice questions.

If you know that you are going to miss an exam, it is your responsibility to arrange to take the exam **prior** to the scheduled exam date. Make-up exams are at the discretion of the instructor.

### **Sales Report (10%):**

Each student will receive a set of raw sales data and will have to analyze the data (pivot tables & charts) and write an inter-office document with insights/recommendations based on the analysis. Sale Report must include AT LEAST 6 charts/graphs. (must submit to eLearning ONLY)

### **Role Playing – Sales Call (15%):**

Each student is required to perform a mock sales call to sell salesforce.com. Students will create selling/marketing materials to support their mock sales call to sell salesforce.com. The sales call will last up to 15 minutes. NOTE: All students are required to attend the last round of sales calls during finals week. (Failure to attend will result in 0 points for Class Participation)

### **Class Participation/Guest Speakers (10%):**

There will be guest speakers during the semester. Each student will be required to write a short 1-page reflection paper which will be due before the next class period. This paper must NOT be just a regurgitation of what was presented. The paper must also include your thoughts (i.e. what was most interesting and WHY?, How could what I learned be applied? A real-world example to support what was presented, What was important about the presentation and WHY?...) These papers will be part of the 10% awarded for Class Participation. (must submit to eLearning ONLY)

ALSO, LinkedIn recommendations for guest speakers will also be counted. If you do a recommendation, please attach a screenshot to your guest speaker paper.

In addition, these factors will be also used:

1. Did the student follow the directions?
2. Did the student meet the deadline?

### **Sales Observation Report (5%):**

During the semester, students will be required to make a 5-minute class presentation and turn-in a 1-page report (must submit to eLearning ONLY) on a recent buying experience.

### **Salesforce.com Exercise (10%):**

Students will be required to set-up a free 30day trial account on salesforce.com and populate their account with sample data. **You must turn-in screen shots of your reports. MUST be in PowerPoint format (must submit to eLearning ONLY)**

### **Portfolio (10%):**

Students are required to create a portfolio for job interviews. This should contain high quality student work (i.e. Marketing Plans from MKT 3130, Sales Report & Salesforce.com work from this class, SWOT analysis from MGT 1110...) A sample portfolio is available in my office. Portfolios can be purchased at Hobby Lobby for ~\$35 (make sure you use a 30% coupon) [LINK TO PORTFOLIO](#) NOTE: get the 17" version.

## Chapter Questions:

Students are expected to **read the assigned chapter before class**. In addition, students are required to answer 3 of the questions from the end of each chapter. Choose any questions that interest you.

If you submit at least 12 (out of 16) Chapter Questions on time, you can drop your lowest exam. **If you fail to turn in at least 10 Chapter Questions on time, will receive 0% for Class Participation.**

Chapter **questions must be turned in at the beginning of class into eLearning ONLY**. If you are planning on missing class (i.e. sports), you can post the Chapter Questions before class.

## Grading

93%-100%	A
90% - 92%	A-
87% - 89%	B+
83%-86%	B
80% - 82%	B-
77% - 79%	C+
73% - 76%	C
70% - 72%	C-
67% - 69%	D+
63% - 66%	D
60% - 62%	D-
0% - 59%	F

## Additional Information

- Every effort will be made to return email in a timely manner. During the week I frequently check my email as late as 7pm. Any emails received after 7pm will be answered after 10am the next morning.
- The instructor reserves the right to refuse to accept any student assignment that is turned in late. Late assignments that are accepted may include a penalty.
- If a student needs to miss an exam, they must notify the instructor before the examination and schedule a make-up exam within 1 week of the original test date. Any such make-up exam, if granted, may not be the same version as the original exam.
- Students are responsible for all the information presented in PowerPoint presentations—even though we may not cover every slide in class.
- Cell phones and other electronic communication devices are not permitted during class time. However, laptops will be needed for some class exercises.
- The syllabus, assignments and outline may change at the discretion of the instructor.
- If you have a disability-related need for accommodations in this course, please contact me during the first week of class. You will also need to provide documentation of your disability to Diane Schowalter in the Advising Center, x5802.

## Course Outline

DATE	Topic	Reading Assignment	Other
<b>FEB 3</b>	Course Introduction	NOTE: Use checkboxes to record on-time submission of Chapter Questions & other assignments.	
<b>FEB 6</b>	Selling as a Profession	<input type="checkbox"/> Chapt 1	<input type="checkbox"/> <b><u>Self-assessment DUE</u></b>
<b>FEB 10</b>	Sales Career	<input type="checkbox"/> Chapt 17	
<b>FEB 13</b>	Ethics in Sales	<input type="checkbox"/> Chapt 2	
<b>FEB 17</b>	Guest Speaker		
<b>FEB 20</b>	Buying Behavior	<input type="checkbox"/> Chapt 3	
<b>FEB 24</b>	Communications	<input type="checkbox"/> Chapt 4	
<b>FEB 27</b>		<b><u>Exam #1 (Chapt 1-4 + 17)</u></b>	
<b>MAR 3</b>	Adaptive Selling	<input type="checkbox"/> Chapt 5	
<b>MAR 6</b>	Prospecting/Sales Analytics	<input type="checkbox"/> Chapt 6	
<b>MAR 10</b>	Sales Call/Sales Analytics		
<b>MAR 12</b>	Planning a Sales Call	<input type="checkbox"/> Chapt 7	<input type="checkbox"/> Excel Answers DUE
<b>MAR 17</b>	Making the Sales Call	<input type="checkbox"/> Chapt 8	
<b>MAR 27</b>	Presentation Strategies	<input type="checkbox"/> Chapt 9	
<b>MAR 31</b>	Handling Objections	<input type="checkbox"/> Chapt 10	
<b>APR 3</b>		<b><u>Exam #2 (Chapt 5-10)</u></b>	
<b>APR 7</b>	Obtaining Commitments	<input type="checkbox"/> Chapt 11	
<b>APR 10</b>	Sales Analytics		
<b>APR 21</b>	Formal Negotiating	<input type="checkbox"/> Chapt 12	
<b>APR 24</b>	The Sales Call & Salesforce.com		<input type="checkbox"/> <b><u>Sales Report DUE</u></b>
<b>APR 28</b>	Building Relationships SalesForce.com	<input type="checkbox"/> Chapt 13	
<b>MAY 1</b>	Long-Term Partnerships	<input type="checkbox"/> Chapt 14	
<b>MAY 5</b>	Time & Territory Sales Careers/Role Playing	<input type="checkbox"/> Chapt 15	<input type="checkbox"/> <b><u>salesforce.com DUE</u></b>
<b>MAY 8</b>	Role Playing		<input type="checkbox"/> <b><u>Portfolio DUE</u></b>
<b>MAY 12</b>	Role Playing	<b><u>Exam #3 (Chapt 11-15)</u></b>	<input type="checkbox"/> <b><u>Self-assessment DUE</u></b>
<b>Finals</b>	Role Playing		

**NOTE: All Due Dates are FIXED and will NOT change. All assignments are due BEFORE class begins.**

**NOTE – LATE WORK WILL NOT BE ACCEPTED. YOU WILL RECEIVE 0 POINTS FOR LATE ASSIGNMENTS.**

<b><u>Record Your Test Scores Here:</u></b>
Test #1 _____ Class Ave: _____
Test #2 _____ Class Ave: _____
Test #3 _____ Class Ave: _____