



Mktg 3741 Fundamentals of Selling Fall 2009

Sections: Section 1: 12:30-1:45 TTH, LSBE 225
Section 2: 2:00-3:15 TTH, LSBE 225

Prerequisites: Mktg3701 or Mgts3701, LSBE candidate or college consent.

Professor: Dr. Stephen B. Castleberry
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Power Point slides are on our WebVISTA page

Office Hours: 9:30-10:30 TTH, or by appointment

Course Catalog Description:

Theory and practice of personal selling as used by organizations to develop long-term partnerships with customers. Emphasis on marketing, planning, communication, and presentation skills.

Course Textbook: Selling: Building Partnerships 7th Edition, Weitz, Castleberry & Tanner 2009, McGraw-Hill Irwin. You can also get this electronically through CourseSmart as an eTextbook, online or downloadable (\$92): <http://www.coursesmart.com/007727203X? instructoruserid=1793862>

Grade Determination: (You choose one option by September 23, or you'll automatically use Option A. Once selected, you can not change your option.):

DEFAULT (Option A)

Option B

Role Play	20%	Role Play	35%
Exam One	25%	Exam One	15%
Final Exam	30%	Final Exam	25%
Course Participation	25%	Course Participation	25%

Course Outline

Date	Topic	Chapter assigned
9/8	Introductions	
9/10	Selling and Salespeople	1
9/15	Ethics/Legal Issues	3
9/17	Effective Communications	5; complete Exhibit 5.2 p. 129 and Q 2 on p. 144
9/22	Guest Speaker, Trevor Porter, LifeNet_Health® BIO-IMPLANTS DIVISION	Answer scenario provided.
9/24	Adaptive Selling Role Play Proposal Due at very beginning of class	6; complete Exhibit 6.6 on p. 160 and do Case 6.1
9/29	Prospecting, Finding a Job	7, 17
10/1	Planning the Sales Call	8; complete Case 8.1
10/6	Exam One (Ch 3, 5-8)	
10/8	Making the Sales Call	9; complete Case 9.2
10/13	Strengthening the Presentation	10; complete Case 10.2
10/15	Objections	11
10/20	Guest Speaker	Answer scenario provided.
10/22	Commitment Role Play Paper Due at very beginning of class	12
10/27	Practice Role Plays (no classroom work)	Prepare practice role play
10/29	Role play discussion	
11/3-12/3	Role plays (11 days) – 8 minutes each	
12/8	Time and territory management	Ch 15; complete Case 15.1
12/10	Evaluations Guest Speaker	Answer scenario provided.
12/15	Building Partnerships, Course Summary	Ch 2, 14; complete Case 14.2
FINALS	Final Exam Section 1: 8:00-10:00 Tuesday, Dec 22 Section 2: 8:00-10:00 Monday, Dec 21	

Chapters Not Covered

Several chapters will not be formally covered in class. It is highly recommended that students read all of these chapters. They will not be on the exams.

- Chapter 4. This is basically a chapter about buyer behavior. All marketing majors take a complete course that covers consumer behavior. If you've not yet had your course in consumer behavior, you might want to read this chapter.
- Chapter 13. An excellent chapter on how to engage in formal negotiations.
- Chapter 16. Explains how a salesperson fits within the organization he/she works for. Guest speakers will be covering this material.

Role Plays

Role playing scenarios will be, as much as possible, totally "real world." Students should expect that anything that could happen in the real world will happen in these role plays. Students should study the real world situations provided on my web page:

www.d.umn.edu/~scastleb/real%20world%20selling%20situations.html

It is strongly suggested that students practice extensively before the role play. Here is a suggested sequence:

- 1) practice alone, working on your opening, needs identification questions, and organizing your final portfolio,
- 2) practice with your best friend, providing him/her with a list of objections you anticipate might come up in the role play,
- 3) practice with at least two other people, providing them with a list of objections you anticipate might come up in the role play,
- 4) if you have done steps 1-3, consider going through a practice role play with Castleberry. You will have to plan ahead for this. This can not happen on the same day as your presentation. And Castleberry will ask if you've done the first three suggested steps.

Course Participation

This includes such items as the following: attend class (arriving on time), turn in written case writeups and exercises as required, be prepared to intelligently discuss assigned cases and text material (as demonstrated by quality of class discussion and pop quizzes), be prepared to participate in class activities, speak respectfully to class members and to me, serve as a well-prepared participant during in-class exercises and role plays, provide significant written and oral feedback that is constructive during in-class role plays and presentations, provide complete status reports as required, write timely thank-you's to our guests, other assignments, etc. Note that course participation occurs both inside and outside the classroom.

Written Role Play Paper Assignment

Examples of papers from prior students are online on my web page. Please note that from time to time I make minor adjustments in the layout or requirements of papers. Thus, use the online examples to help see what types of information can be included, but always follow the precise instructions provided here.

The paper has two distinct parts, Part I and Part II. Follow the directions given precisely.

Paper – Part I (two copies required) STAPLE each copy separately.

- Maximum length allowed for Part I is 3 typed pages-single spaced is okay. Be clear and concise.
- Include the bolded phrases below and follow my outline exactly.
- Don't use complete sentences (e.g., Use "In business for 20 years" instead of "We have been in business for the past 20 years").
- Include your name and product/service name at the top of each page.

I. My product and firm

A. Product/service (also list your product's name here)

Outline information about the product/service you are selling (what it is, how it works, how the buyer would use it). This should be written in easy-to-understand language (e.g. don't copy this out of a brochure or technical product description). Don't list the pros and cons of your product here.

B. My company (also list your company's name here)

Outline information about the company you are representing (e.g. number of plants/offices, image, size, anything else that will be helpful for the buyer to know).

II. My buyer

A. The buying firm and the buyer (also list the buying firm's name here)

Outline information about the company you are selling to. Give enough information so that the buyer can understand what the buying firm does and what product/service it is currently using (that you will replace with your product/service). Remember to include the title (and brief job description) of your buyer.

B. Buyer's needs

1. Outline information about your buyer's needs with regard to your type of product as far as you understand them now [They may change based on my instructions to the buyer]. You must provide enough information for the buyer to answer your needs identification questions (the ones you will ask at the beginning of the role play) and generally understand the situation. You will not be able to ask any questions during the role play that the buyer has not been informed about in your paper. Note: you will be better off if you only list about two basic needs.

2. Buyer's Customer's Needs – If you're selling something that will be resold (e.g., you are selling Hunts Ketchup to Sam's for them to sell to the public), you must include two sets of "buyer's needs": the needs of your customer (e.g. Sam's) and the needs of your customer's customers (e.g. person who walks into Sam's to buy ketchup). Make sure the two lists are separated.

C. What you've done so far with this buyer and the buyer's firm

Outline information about what you have done with this buyer to this point (e.g. results of previous meetings or phone conversations; material you have sent them to look at; conversations you have had with someone else in this buyer's organization).

III. The buyer's options

Provide enough information so that the buyer can easily understand his/her options.

A. Your own product/service – (Put actual name here. Include prices.)

Strengths and weaknesses. Use a table format.

B. Direct competitor number one – (Put actual name here. Include prices.)

Strengths and weaknesses. Use a table format.

C. Direct competitor number two – (Put actual name here. Include prices.)

Strengths and weaknesses. Use a table format.

D. Indirect competitor – (Put actual name here. Include prices.)

Strengths and weaknesses. Use a table format.

IV. Objectives

Outline your goals for this meeting (the presentation you will have in class).

A. Primary goal

B. Minimum goal

C. Optimistic goal

Paper – Part II (two copies required) STAPLE each copy separately.

- Maximum length allowed for Part II is 4 typed pages-single spaced is okay. Be clear and concise
- Include the bolded phrases below and follow my outline exactly.
- Don't use complete sentences (e.g., Use "In business for 20 years" instead of "We have been in business for the past 20 years").
- Include your name and product/service name at the top of each page.

I. Objections

- Include an exhaustive list of all possible objections (minimum of 25).
- Number them (1,2,3,...).
- Use single space.
- Use 1st person form of pronouns and verbs (e.g., "I don't like . . .").
- Objections should fit on one page (use size 10 font and reduce page margins if necessary).
- These must be very specific to the scenario you have set up (e.g., not just something like, "The value does not exceed the cost.").

II. Responses

- Starting on the next page of your paper tell how you would helpfully respond to each of the objections you just listed.
- Use 1st person style.
- Number them to correspond to the numbers on the "List of Objections" page.

Evaluation of the Paper

Written paper is part of course participation, although not formally graded.

IF YOU NEED ANY HELP PLEASE COME TO SEE ME.