



MKTG 4795 Topic: Advanced Professional Selling **Tentative Syllabus** Spring 2010

Particulars: 6:00-8:40 pm, Tuesdays, LSBE 229

Prerequisites: Mktg3701 or Mgts3701, MKTG3741 (Fundamentals of Selling), LSBE candidate or college consent.

Professor: Dr. Stephen B. Castleberry
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WWW: <http://www.d.umn.edu/~scastleb>
Power Point slides are on our WebVISTA page

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

Course Objectives/outcomes:

This class will seek to more fully prepare students for excellence in an entry-level professional selling position. Specifically, students will gain advanced instruction and skill development in interpersonal communication skills (especially in team selling situations), career management, personal productivity, negotiation, and coordination with other functional areas.

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:

Team Role Play	25%
Negotiation Role Play	25%
Oral Presentation (final exam)	15%
Course Participation	35%

Course Outline

Date	Topic	Chapter assigned
1/19	Introductions Review of MKTG 3741 topics (including making appointments)	Chapters 1, 2, 4, 6, 8, 9, 10, 11, 12, 14
1/26	Team Selling and Managing the Sales Team Coordination within the Selling Firm Note: Team Role Play Proposal is due no later than 6:00 pm on January 28 (on line).	Chapter 16
2/2	Career Management Guest Speaker	Chapter 17
2/9	Team Role Play Paper is Due at 6:00 pm Role Play One must be completed before class Communication Skills Dealing with Angry and Difficult Buyers	Chapter 5, pp. 299-300
2/16	Team Selling Role Plays (3 member teams)	
2/23	Team Selling Role Plays (3 member teams)	
3/2	Team Selling Role Plays (3 member teams)	
3/9	Legal and Ethical Issues Guest Speaker	Chapter 3
3/16	Spring Break	
3/23	Prospecting and Building Relationships (LinkedIn) Guest Speaker	Chapter 7
3/30	Negotiation Selling	Chapter 13
4/6	Preparation for Negotiation	
4/13	Preparation for Negotiation	
4/20	Negotiation Session 1 (6 member teams) Negotiation Session 2 (6 member teams)	
4/27	Course Evaluation Negotiation Session 3 (6 member teams) Negotiations: Summary	
5/4	Course Project Oral Presentations	

Final Exam is ?? Course Project Oral Presentations (cont). Everyone must attend the entire final exam period.

Role Plays

Role Play One Each student will give presentations in three role plays. The first role play will be a short, one-on-one "practice" sales presentation and will not be graded. The purpose is to identify overall strengths and weaknesses. This role play will occur in Dr. Castleberry's office and must be completed by 2/9 before class time. Each student is required to set up an appointment for this meeting by calling Dr. Castleberry's secretary. The student will be graded (part of professionalism grade) in how well he/she made the appointment. The scenario will be provided to the student in class.

Role Play Two The second role play will be a team sales presentation in which a group of sellers give a presentation to a group of buyers. The proposal for this role play is due on January 28, 2009 at 6:00. The selling team is required to submit a Team Role Play Scenario paper that follows the outline provided. The paper is due on 2/9 at 6:00 for all teams.

Role Play Three The third role play will involve a complete negotiation session between a group of sellers and a group of buyers.

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

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.

COURSE PROJECT

Each student is to select a specific industry as well as two main firms in that industry. (This should be a field he/she is considering entering upon graduation.) The student should first do background research by reviewing the past two year's history of the industry and the two firms. The student is then to track this industry and these firms all semester. Examples of publication to use in this tracking would include Wall Street Journal, Business Week, trade journals, and company literature. The oral presentation should relate this material and at least cover the following areas:

1. What is the past two year history of the industry and the firms? What is the current state? What is the future?
2. What does the future look like for the industry and firms?
3. What impact does this information (from questions 1 and 2) have on the personal selling/sales management function?

Each student is to schedule a "ride-day" with an entry-level salesperson (not a sales manager) in the industry chosen.

The oral presentation should summarize the student's interaction with this person and at least answer the following questions:

1. What makes this salesperson successful?
2. How can a student better prepare him/herself for this position?
3. How is technology used by the salesperson?
4. To what extent does theory (as learned in our selling courses) relate to the actual practice in this firm?
5. Would you still like to work in the industry? Provide pros and cons.

You need to turn in a business card of the salesperson. You also may want to collect some company literature.

You will be giving an oral report (PowerPoint) of your findings in class at the end of the semester.

Proposal for your Team Role Play

Names of Your Team Members (3 members per team)

I. Name of the company you will be representing: _____

II. Product or service you will be selling (include a brief description so I can understand what you are selling--don't just list a brand name):

III. Name of the company you will be selling to: _____

IV. What do you hope to accomplish in this short **20 minute** group presentation? What is your goal? (e.g. to actually sell some of them, to get another appointment to show a demonstration, to get the prospects to take a plant tour, etc.)

[NOTE: You may choose almost any product or service to sell. Please keep in mind that, in no way, are you permitted to break any university rules or policies in connection with this course.]

After you submit your proposal I will then either approve or disapprove your product/service. Please note that my approval does not mean that you have chosen a particularly great product or that you will have no trouble presenting it. Approval simply indicates that you are allowed to proceed.

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.

1. Maximum length allowed for Part I is 3 typed pages-single spaced is okay. Be clear and concise.
2. Include the bolded phrases below and follow my outline exactly.
3. 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").
4. Include your name and product/service name at the top of each page.

I. My product, firm, and our buying team

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).

C. Buying team

Provide names and brief job descriptions of your buying team.

II. My buyer

A. The buying firm and the buyers (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).

Provide brief job descriptions of your buying team, linked to the buyer's actual names.

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 buyers 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 buyers have not been informed about in your paper. Note: you will be better off if you only list about two or three 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 these buyers and the buyer's firm

Outline information about what you have done with these buyers 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.").
- Do not use the ones from my webpage called Real World Selling Situation.

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.