

October 16, 2009  
**REVISED** (~~September 24, 2009~~) 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 <b>Role Play Proposal Due at very beginning of class</b>	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	<b>Exam One</b> (Ch 3, 5-8)	
10/8	Work on your role play (no class)	
10/13	Making the Sales Call	9; complete Case 9.2
<del>10/13</del> 10/20	Strengthening the Presentation	10; complete Case 10.2
<del>10/20</del> 10/22	Objections	11
<del>10/27</del> 10/27	Commitment	12
<del>10/27</del>	<del>Guest Speaker, Sharron Pelarske, St. Farm</del>	<del>Answer scenario provided</del>
10/29	Practice Role Plays	Prepare practice role play
11/3	Role play discussion / <i>Building Partnerships</i> <b>Role Play Paper Due at very beginning of class</b>	Ch 2, 14
11/5	Guest Speaker Sharron Pelarske, St. Farm	Answer scenario provided
11/10-12/8	Role plays (8 days) – 8 minutes each Nov 10, 12, 17, 19, 24; Dec 1, 3, 8	
12/10	Evaluations <b>Guest Speaker</b>	Answer scenario provided.
12/15	Time and territory management, Course Summary	Ch 15; complete Case 15.1
FINALS	<b>Final Exam</b> Section 1: 8:00-10:00 Tuesday, Dec 22 Section 2: 8:00-10:00 Monday, Dec 21	