

Course Number: MGT 314 or 384  
Course Title: Professional Selling  
Semester & Year: Fall 2013  
Classroom: ASM 1017  
Meeting: 7:00-9:30 pm/Tuesdays

Instructor: Stacy A. Sacco, MBA  
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Office Hours: By appointment

### **PURPOSE AND METHOD:**

Professional aspects of the selling function in consumer and industrial markets and the role of selling in the economy. Emphasis on selling methods and applications for entrepreneurs.

### **COURSE OBJECTIVES:**

Assimilate educational theory with practical knowledge to understand the roles and responsibilities of professional sales representatives. This course will help students:

- Understand the sales process and how it fits into the overall marketing mix.
- Understand the important role sales professionals play in building long-term customer relationships, increasing revenues, and reducing sales expenses.
- Practice the skills involved in successful sales presentations.

### **TEXT AND/OR OTHER READINGS:**

*Fundamentals of Selling*, Charles M. Futrell, 12<sup>th</sup> Edition, ISBN: 9780073529998, McGraw-Hill Publishing Company. I've placed a reserve copy at Parish Library.

### **PERFORMANCE MEASURES and GRADING :**

#### **45% of Total Grade – Three Examinations**

There will be a total of 3 exams worth 15% each of the total grade. Exam questions will cover the assigned readings, lectures and guest speaker presentations. Exams are not cumulative. Students missing an exam, will be required to make-up the exam at an agreed upon date.

#### **30% of Total Grade – Sales Team Presentation**

Teams (typically 3-5 students each) will deliver a mock sales presentation or solicit funding for a new business. Presentations should be a minimum of 10 minutes. Student audience members will play the role of prospective buyers or venture capitalists. Grading of Sales Team Presentations will be based on the following criteria:

- 65% Presentation content; using sales and marketing principles from the textbook, in-class discussions etc., your ability to be persuasive, handle objections and close the sale.
- 25% Presentation delivery and organization
- 10% Assessment of sales success, i.e., would we buy what you're selling?

Extra points may be given for demonstrating creativity, brilliance and originality!

### **15% of Total Grade – Weekly Research Papers**

Complete four (4) research papers as described in detail in the course schedule

### **10% of Total Grade – Attendance and In-Class Participation**

Based on class attendance, reading the assigned chapters, completing weekly research papers, and participating in the open discussions during class time. Students are expected to participate in class discussions and to formulate their ideas on the basis of assigned readings, classroom discussions and their own work experience. It is expected that students will attend all meetings of the class throughout the semester.

If for some reason a student is unable to attend class, he/she will be responsible for obtaining notes, assignments, and other relevant course information from classmates. In the event of inclement weather during the semester, contact the University's weather hotline at 277-7669. The recorded message will state whether or not classes have been cancelled for the day. Exams not administered due to cancelled classes will automatically be rescheduled for the next regularly scheduled class meeting.

### **GRADING SCALE:**

Final course grades will be calculated using the following criteria and weightings:

Exams (3)	45 %
Sales Team Presentation	30
Research Papers (4)	15
Attendance & Participation	10
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Total	100 %

A = 90-100, B = 80-89, C = 70-79, D = 60-69 and F = Below 60  
An A+ may be earned for a cumulative score that exceeds 100%

### **ACADEMIC INTEGRITY**

Anderson School of Management faculty, staff and students commit to values of trust, honesty, integrity, and accountability. We will not tolerate academic dishonesty. By enrolling in any course at Anderson, the student accepts the Anderson Academic Honesty Code and affirms the following pledge: *I will not lie, cheat, fabricate, plagiarize or use any other dishonest means to gain unfair academic advantage.* Any violation of the code of conduct will be taken very seriously and appropriate sanctions will be applied. FOR FULL TEXT OF ANDERSON'S ACADEMIC HONESTY CODE, please visit <http://www.mgt.unm.edu/honesty>

### **ADA STATEMENT**

Reasonable accommodation will be given to any individual with a legitimate disability. Please contact the instructor privately for arrangements. If you are a qualified person with disabilities who might need appropriate academic adjustments, please communicate with me as soon as possible so that we may make appropriate arrangements to meet your needs in a timely manner. Frequently, we will need to coordinate accommodating activities with other offices on campus. Course materials can be made available in alternative formats.

## **TENTATIVE CLASS SCHEDULE:**

August 20	Orientation: Introduction of course assignments and expectations.
August 27	Required Reading: Chapter 1 <i>Assignment # 1: Submit a one-page paper describing a recent purchase experience. How did the salesperson qualify you, present features&amp; benefits, meet your objections, close the sale?</i>
September 3	Required Reading: Chapter 2 <i>Assignment #2: Submit a one-page paper of an interview with a sales rep and his/her assessment of the 3 keys to their success.</i>
September 10	Required Reading: Chapters 3 and 4 <i>Assignment #3: Submit a one-page paper describing three steps you could take to connect to a person who is difficult to contact (i.e., a top business or government leader, a celebrity, etc.). Examples might include connecting through their publicist, social media, attending an event they are planning to be at, etc.).</i>
September 17	Required Reading: Chapters 5 and 6 <i>Assignment #4: Submit a one-page paper describing 10 things you would you do to overcome a series of negative sales calls.</i>
September 24	<b>EXAM 1: CHAPTERS 1-6</b>
October 1	Required Reading: Chapter 7
October 8	Required Reading: Chapter 8
October 15	<b>SPRING BREAK – NO CLASS</b>
October 22	Required Reading: Chapters 9 and 10
October 29	Required Reading: Chapters 11 and 12
November 5	<b>EXAM 2: CHAPTERS 7-12</b>
November 12	Required Reading: Chapter 13
November 19	Required Reading: Chapter 14 <i>Sales Team Presentations</i>
November 26	Required Reading: Chapter 15 <i>Sales Team Presentations</i>
December 3	Required Reading: Chapters 16 and 17 <i>Sales Team Presentations</i>
December 10	<b>FINALS WEEK - EXAM 3: CHAPTERS 13-17</b>