



Course Number: MGT 384
Course Title: Professional Selling
Semester & Year: Spring 2015
Classroom: GSM 230
Meeting: 2:00-3:15 pm/Mondays & Tuesdays

Instructor: (Mr.) Stacy Sacco
Office: ASM 2129 and GSM 236
Phone: 505-489-2311
Email: sasacco@unm.edu
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 selling function in consumer and industrial markets and the role of selling in the economy. Emphasis on selling methods and applications for entrepreneurs including:

- Understand the sales process and how it fits into the overall marketing mix.
- Understand the important role sales plays in building long-term customer relationships, increasing revenues and reducing sales expenses.
- Practice the skills involved in successful sales presentations whether selling the products or services of an entrepreneurial endeavor, or seeking funding for a small business.

TEXT AND/OR OTHER READINGS:

Secrets of Closing the Sale, Zig Ziglar, 1984, The Zig Ziglar Corporation, Carrollton, TX

Supplementary business information and research materials include:

- Albuquerque Business First, www.bizjournals/albuquerque
- Albuquerque Journal Business Outlook, www.abqjournal.com
- New Mexico Networking Links, www.nmnetlinks.com
- UNM Bureau of Business and Economic Research, <https://bber.unm.edu/>,
- UNM Parish Memorial Library, <http://library.unm.edu/about/libraries/pml.php>

PERFORMANCE MEASURES AND GRADING

25% of Total Grade – Weekly Research Papers

Complete five (5) short research papers as described in the course schedule

20% of Total Grade – Two Exams:

There will be a total of 2 exams worth 10% each of your total grade. Exam question types will include multiple choice, true/false, definitions and short answer, and will cover 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. Exams not administered due to cancelled classes will automatically be rescheduled for the next regularly scheduled class meeting.

45% of Total Grade – Sales Presentation:

Deliver a mock sales presentation of your product or service, or solicit funding for your start-up. Students may present alone or as a team (3 students max per team). Presentations should be a minimum of 10 minutes. Student audience members will play the role of prospective buyers or a lender, venture capitalist, etc. Students should present a printed copy of their slides when they make their presentation (3 per page). Grading will be based on the following criteria:

- 50% 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.
 - 30% Presentation delivery and organization
 - 20% Assessment of sales success, i.e., would we buy what you're selling?
- Extra points may be given for demonstrating creativity, brilliance and originality!

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 attend all class meetings throughout the semester.

Extra Credit Opportunities:

You may earn up to 10 extra credit points for attending a local business networking event, workshop, etc. (at 5 points per meeting) to be added to your total exam scores. Following each meeting, you should submit an email detailing which event you attended and the 2-3 lessons, new ideas, skills and or techniques you learned.

GRADING SCALE:

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

Research Papers (5)	25
Exams (2)	20 %
Sales Presentation	45
Attendance & Participation	10
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%

ABSENCES AND ACADEMIC INTEGRITY

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 their 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.

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 the full text of ASM's Academic Honesty Code, please visit 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:

Sales Management & Strategies:

- 8/17/15 Orientation: Introduction of course assignments and expectations.
Ask a Question on a Question (not graded)
- 8/19/15 The entrepreneurial journey
Assignment # 1: Write a one-page paper describing a problem and 3-5 profitable business ideas to solve the problem. Due Tuesday, 8/24/15.
- 8/24/15 Overview of the ideal small business
Entrepreneur quiz (not graded)
- 8/26/15 Researching your market
Guest speaker from Parish Library
- 8/31/15 Creating a customer profile
Define your product or service, choose team members. Due 9/2/15.
- 9/2/15 Sales forecasting methodologies
Assignment #2: Write a one-page paper detailing the total market for your product or service, 1st year sales, etc. Due Tuesday, 9/9/15.
- 9/7/15 **NO CLASS – LABOR DAY**
- 9/9/15 Sales and marketing strategies
- 9/14/15 Types of sales organizations
- 9/16/15 Managing the sales process, hiring, training, compensation, etc.
- 9/21/15 Sales costs and expense controls
- 9/23/15 **EXAM #1: Topics Covered to Date (Take Home, Due 9/28/15)**

Tactical Sales Techniques and Sales Methodology:

- 9/28/15 The Sales Process
*Start reading *Secrets of Closing a Sale* by Zig Ziglar*
- 9/30/15 The Sales Process (Continued)
Assignment # 3: Write a one-page paper describing a recent purchase and how the salesperson qualified you, presented features & benefits, met your objections, closed the sale, etc. Due 10/5/15
- 10/5/15 Defining your ideal customer
- 10/7/15 Qualifying sales prospects
- 10/12/15 Strategic networking

- 10/14/15 Preparing for sales calls, researching your prospect
Assignment #4: 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.). Due Tuesday, 10/12/15.
- 10/19/15 Personality types --- Myers Briggs Test, etc.
- 10/21/15 Scheduling and setting appointments
Assignment #5: Submit a one-page paper describing 10 things you would you do to overcome a series of negative sales calls. Due 10/26/15
- 10/26/15 Anticipating and handling objections
Developing and maintaining a thick skin, verbal judo exercise
- 10/28/15 Developing the ideal sales script / SPIN Selling
- 11/2/15 Trial closes and closing the sale
Review *Secrets of Closing a Sale by Zig Ziglar*
- 11/4/15 Funding sources
Presentations to loan officers, venture capitalists, shark tank
- 11/9/15 Providing great customer service and creating long-term relationships
- 11/11/15 Managing your customer database
- 11/16/15 Presentation mechanics
Verbal judo exercise
- 11/18/15 **EXAM # 2: Topics Covered to Date (Take Home, Due 11/23/15)**
- 11/23/15 Student sales presentations
- 11/25/15 Student sales presentations (continued)
- 11/30/15 Student sales presentations (continued)
- 12/2/15 **PIZZA PARTY**
Advanced presentation skills and sales techniques
- 12/7-12/11 **NO CLASS - FINALS WEEK**