



Course Number: MGT 314 and MGT 384
Course Title: Professional Selling
Semester & Year: Spring 2016
Classroom: ASM 1016
Meeting: 7:00-9:30 pm, Tuesdays

Instructor: (Mr.) Stacy Sacco
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Office Hours: By appointment only

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:

The Little Red Book of Selling, Jeffrey H. Gitomer, 2004, Bard Press
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

15% of Total Grade – Weekly Research Papers

Complete three (3) one page research papers as described in the class schedule

30% of Total Grade – Two Exams:

There will be a total of 2 exams worth 15% 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 turn in a printed copy of their slides when they make their presentation for me to grade and use to follow along (3 slides 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 a maximum of 10 extra credit points for attending local business networking events, workshops, etc. (5 points each) to be added to your total exam scores. Following each meeting, send me an email or submit a one page paper describing the event you attended and any 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 (3)	15
Exams (2)	30
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.

CLASS SCHEDULE: (Please bring a personal name card to every class)

Sales Management & Strategies:

- 1/19/16 Orientation: Introduction of course assignments and expectations.
- 1/26/16 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, 2/2/16
- 2/2/16 Defining your ideal customer and creating a customer profile
What problem do you solve? What's your USP?
- 2/9/16 Researching your market
Sales forecasting methodologies
- 2/16/16 Developing a sales and marketing strategy
Guerilla marketing
- 2/23/16 Types of sales organizations
Managing the sales process, hiring, training, compensation, etc.
Sales costs and expense controls
- 3/1/16 **EXAM #1 (Take Home): Topics covered to date, due 3/8/16**
Open Forum: Define your product or service, choose sales team members
- 3/8/16 Open Forum: Further discuss your product and services, presentations, etc.
- 3/15/16 **NO CLASS – SPRING BREAK**

Sales Methodology and Tactical Sales Techniques:

- 3/22/16 The Sales Process
Funding sources, discuss Presentations to loan officers, venture capitalists, sharks
Start reading assigned textbooks...
- 3/29/16 Researching, qualifying sales prospects
Managing your customer database
Assignment # 2: 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 Tuesday, 4/5/16
- 4/5/16 Preparing your sales presentation,
Personality types --- Myers Briggs Test, DISC, etc.
Anticipating and handling objections and closing the sale, verbal judo exercise
Assignment #3: Submit a one-page paper describing 10 things you would do to overcome a series of negative sales calls. Due Tuesday, 4/12/16
- 4/12/16 Student Sales Presentations
- 4/19/16 Student Sales Presentations
- 4/26/16 Student Sales Presentations
- 5/3/16 Student Sales Presentations
PIZZA PARTY
EXAM # 2 (Take home): Topics Covered to date, due by 5/10/16 (email, drop off)
- 5/10/16 **NO CLASS - FINALS WEEK**