



**University of North Carolina at Greensboro**  
Bryan School of Business and Economics  
Department of Marketing, Entrepreneurship, Hospitality and Tourism

**Course:** Marketing 324, Professional Selling, Spring 2017

**Class Times:** TR @ 9.30 pm, Bryan 206

**Instructor:** Mrs. Sara MacSween, [sbmacswe@uncg.edu](mailto:sbmacswe@uncg.edu) (call Professor MacSween)

**Communications:** Email preferred, include class in subject line

**Office Hours:** Tuesdays from 1-2.30 pm or by appointment, Room 352

**Text:** Selling: ***SELL 5***, 2015, Ingram, LaForge, Avila, Schwepker, and Williams  
ISBN-13: 978-1-305-66794-5 and ISBN-10: 1-305-66794-8

**Course Description:** This course examines the role of personal selling in the business process and how salespeople carry out their duties. It will review the different aspects of the sales task and will cover how to accomplish these tasks effectively and efficiently. The course will require considerable interaction. The course will utilize a variety of learning approaches including:

- 1) Required readings
- 2) Classroom role plays and discussions
- 3) Observational learning via role plays and videotaped presentations
- 4) Lectures
- 5) Guest speakers
- 6) Open discussions about various sales-related issues
- 7) Real sales

**Getting to Know You:** To help me more quickly learn your name for the accurate evaluation of participation, please do the following. Both count towards participation.

- Upload your photo to Canvas.
- The SECOND DAY OF CLASS, bring TWO copies of your resume. Attach a photo to one copy.

## **Course's Cognitive Objectives**

Students need the following **skills and abilities** for this course.

1. Identify/improve areas in your time management process.
2. Modify her/his presentation to match the social style of a specific buyer.
3. Use listening skills to determine buyer needs.
4. Write and identify various types of ADAPT/SPIN questions.
5. Interpret the meaning of various forms of non-verbal communication.
6. Use and identify various aspects of non-verbal communication that can be used to enhance the sales presentation.
7. Present a product/service effectively in a face-to-face sales setting.
8. Conduct a break-even analysis.

Students need to learn and practice the following aspects of the **buying process**.

1. Identify the steps in the complex buying process typically used for big-ticket items and/or new purchases.
2. Identify different types of customers and the critical purchasing factors that will most influence their buying decision.
3. Identify the types of organizational buying decisions and what a salesperson must do to be seriously considered in these buying situations.
4. Identify the different people that can be involved in a purchase and their potential role in the buying center/decision.
5. Be able to select the most effective entry point into a prospect's buying process.

Students must master the following components of the **selling process**.

1. Identifying the stages of the selling process from prospecting through follow-up.
2. State the qualifications for a suspect to be a prospect.
3. Compare the effectiveness of different types of prospecting techniques for various types of buyers.
4. Use a questioning process like SPIN (**S**ituation **P**roblem **I**mplication **N**eed) or ADAPT (**A**ssessment **D**iscovery **A**ctivation **P**rojection **T**ransition) to identify buying issues.
5. Identify the purpose of a RFP (**R**equ<sup>e</sup>st for **P**roposal) and the various issues involved in responding to one.
6. Identify various negotiation pressure tactics and know how to respond to them.

## **Important Notes**

1. The exam consists of questions from the text, lecture and videos. If you don't attend class, then you will miss A LOT of the material on the exams.
2. Slides **ARE NOT** posted on Canvas. It is VERY important to attend lectures.
3. Office hours are available each week for review of slides and questions.
4. Quality, not quantity, is important for class participation and oral presentations.

## **Five Keys to Successful Semester**

1. Read each chapter prior to its discussion in class. This will help you keep up with the course. It will also make you familiar with key concepts that will be discussed.
  - Students must complete chapter quizzes PRIOR to class on the assigned days.
  - Questions will be posted on Canvas. Open-book quizzes.
  - Prepare for guest speakers. Bring printed copy of questions.
2. Attend class. You are paying for this class and should attend. Slides ARE NOT posted on Canvas, so you will miss key points and important discussions. Many exam questions come from the Professor on items NOT included in the text.
3. Ask questions and speak up during class. Class discussions are intended to encourage dialogue. If a question is asked, you should speak up. Class time is your opportunity to ask questions and get further clarification on concepts.
4. Look out for selling everywhere you go. As you go about your day, be aware of sales professionals and their pitches.
  - What selling technique are they using?
  - What does their body language and non-verbal language convey?
  - Are they asking appropriate questions to uncover needs?
  - How could they improve their pitch?
5. Actively participate in your team project. Preparation of the role plays and presentation will require work outside of class. This collaborative learning should be fun and further your understanding of key concepts. Students who don't support the group project will receive a lower grade. Students are required to submit a peer evaluation form (printed copy.)

**Attendance:** The more you show up, the more you learn. If you don't attend class, your participation grade will reflect this.

**Honor Code:** This class will follow the following Honor Code policies:

- University's Academic Integrity Policy, which can viewed at <http://academicintegrity.uncg.edu/>
- The Bryan School's Faculty and Student Guidelines, which can be viewed at [www.uncg.edu/bae/faculty\\_student\\_guidelines.pdf](http://www.uncg.edu/bae/faculty_student_guidelines.pdf)

### **Inclement Weather**

- This class will follow UNCG's policy on delays and cancellations due to weather.

### **Holiday Observances**

- Absences will be granted for religious practices. Email Professor MacSween in advance of your absence.

### **Grading**

<b>Item</b>	<b>%</b>
Quizzes (submit answers on Canvas prior to each class, deadline by 2 pm)	10%
Exam I (Chapters 1-5)	15%
Exam II (Chapters 6-10)	15%
Final	10%
Event Ticket Sales (\$240 quota per student and four assignments)	10%
Class Participation (bio, six thank you notes and speaker participation)	10%
Sales Presentation (individual)	30%
<b>TOTAL</b>	<b>100%</b>

**Grading Scale:** Final grades, which will be rounded up, will be assigned as follows:

97-100 = A+	73-76 = C
93-96 = A	70-72 = C-
90-92 = A-	67-69 = D+
87-89 = B+	63-66 = D
83-86 = B	60-62 = D-
80-82 = B-	61 - 0 = F
77-79 = C+	

	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
<b>Value</b>	Outstanding Excellence	Mastered material	Tagged the bases	Unsatisfactory	Unacceptable
<b>Organizational Equivalent</b>	Promoted	Raise	No Raise	Reviewed	Fired
<b>% of Class</b>	15-20%	50-60%	20-25%	<5%	<5%

**Exams:** Questions on these exams will require a student to attend class, take good notes on the lectures/presentations and read the textbook in order to answer them effectively.

- Midterm I - 50 multiple choice questions, Chapters 1-5.
- Midterm II - 50 multiple choice questions, Chapters 6-10.
- Final Exam – format will be confirmed closer to the time.

**Make-up Exams:** Only given if arranged prior to the exam or due to illness. If provided for an illness, students must provide a note from a physician on letterhead with a signature before a make-up exam will be given. If a student fails to appear for an exam or make-up exam, they will receive a grade of **zero**.

**Quizzes:** Quizzes should be completed PRIOR to class. You can use your book for these quizzes. Log into Canvas to complete these 10-question quizzes.

### **Event Ticket Sales Rubric**

<b>Points</b>	<b>Item</b>
40 points	0 tickets = 0 points Each ticket sold = 5 points Sell eight tickets to earn 40 points. Will receive BONUS points if sell more than eight tickets!!
60 points	Submission of four assignments to Canvas. See schedule.

**Event Ticket Sales:** Selling is the best way to practice!! Each student has a quota of \$240 in tickets to the Martinsville Speedway, which will be held on **Sunday, April 2**. Process sales on their website. The price includes parking, tailgating, band and entrance. The event is BYOB in a soft cooler. PRIZE FOR TOP FOUR STUDENTS!

Buy tickets online at [www.martinsvillespeedway.com/UNCG](http://www.martinsvillespeedway.com/UNCG) . Tickets are \$30. SAVE when buy more! 2 for \$55, 3 for \$80, 4 for \$105 and 5 for \$130. Purchasers must select your name from a drop-down menu so you receive credit for the sale. You will be provided with materials to support your sales efforts.

**Assignments:** Four personal assignments are due to Canvas (highlighted in yellow on calendar.) Each person must submit their response to each assignment by the assigned time on Canvas. To ensure fairness to all students, late work will NOT be accepted. If not submitted by the designated due date/time, you will receive an automatic zero.

**Class Participation Grading Rubric**

<b>Points</b>	<b>Item</b>
10 points	<ul style="list-style-type: none"> <li>• Upload photo to Canvas.</li> <li>• Second day of class, bring two copies of your printed resume (one with attached photo).</li> </ul>
30 points	Turn in six handwritten notes to the professor (noted in red on calendar).
60 points	<p>CLASS PARTICAPTION</p> <p>Research guest speaker companies. Prepare questions as if going to an interview. Bring printed sheet the day of the presentation with five questions, include your student name and number.</p> <ul style="list-style-type: none"> <li>• You will receive 10 points for each guest speaker.</li> <li>• The door will be locked at 2 pm. If you don't come on time, you will get zero points for that speaker.</li> </ul>

**Thank You Notes:** Salespeople need to be able to absorb and summarize the important points covered in a meeting. They should also be able to write a decent thank you note. This note should be nicely formatted and well-written, but most importantly the note should summarize the key ideas raised in the class. There are sample notes on Canvas. Hint: The best time to write the thank you note is right after class. Six thank you notes are due throughout the semester. These are listed in red on the calendar.

**Sales Presentation:** Individual sales presentations. Students will have to develop presentation materials, which should be professional and easy to use. The presentation materials should be similar to what you would develop if you were selling to a real buyer.

Items to note:

- 10-minute pitch. Presenters should be prepared for questions/objections.
- Assigned in teams of two. One person presents, and the other person acts as buyer.
- Sales overview and buyer profiles will be uploaded to Canvas, along with grading rubric.

**Sales Presentation Grading Rubric** – will be uploaded to Canvas. Please plan your presentation to cover ALL of the listed elements.

On the day of the presentation, students must do the following:

- Dress appropriately.
- Upload your presentation to Canvas.
- Know the buyer profile so you can act as the buyer.

### **Class Expectations**

As **instructor**, I have the following responsibilities:

1. Come prepared to every class with a well thought-out class.
2. Design my class so you will understand how a sales professional uses their understanding of the buying process to connect with prospects.
3. Consider that it is not always your fault if you don't understand the material.
4. Create a mutually respectful classroom environment.
5. Provide examples of how sales professionals close deals in B-C and B-B environments.
6. Be available to students to review slides and answer questions.
7. Role play sales situations.

As **students**, you have the following responsibilities:

1. Turn off your phone so you can focus on the lecture. Your phone is smart enough!
2. Come prepared to every class by reviewing previous notes and reading the material.
3. Treat others (including the instructor) with respect.
4. Ask questions when you don't understand. Asking questions is a sign of maturity - not ignorance. Sales professionals spend a lot of time asking their customers questions.
5. If you are concerned about your grade or progress, schedule an appointment. Address the situation before it is too late to do anything about it.

## Spring 2017 Class Schedule

<b>Date</b>	<b>Activity</b>
Tues, Jan 17	Course introduction and John Chapman
Thurs, Jan 19	Video 1; bring i>clicker 2; bring two printed copies of your resume (one with attached photo)
Tues, Jan 24	Guest speaker – Martinsville Speedway; bring printed sheet with five questions
Thurs, Jan 26	Quiz 1 and Chapter 1; turn in thank-you note
Tues, Jan 31	Quiz 2 and Chapter 2; Assignment 1 due - update the sales flier (available on Canvas) and upload a document that lists sales targets (who sell to) and communication channels (in person, email, etc.)
Thurs, Feb 2	Guest speaker – Pepsi; bring printed sheet with five questions; turn in thank-you note
Tues, Feb 7	Quiz 3 and Chapter 3; Assignment 2 due - upload a 90 second video showing your sales pitch for the tickets.
Thurs, Feb 9	Video 2 and Video 3; turn in thank-you note
Tues, Feb 14	Quiz 4 and Chapter 4
Thurs, Feb 16	Quiz 5 and Chapter 5; Valentine’s Store; turn in thank-you note
Tues, Feb 21	<b>Midterm I (Chapters 1-5)</b>
Thurs, Feb 23	Quiz 6 and Chapter 6; turn in thank-you note
Tues, Feb 28	Quiz 7 and Chapter 7; Assignment 3 due – upload a 90 second video stating and overcoming the three main objections you have encountered.
Thurs, Mar 2	Quiz 8 and Chapter 8; turn in thank-you note
Tues, Mar 7	Guest speaker – InSteel; bring printed sheet with five questions
Thurs, Mar 9	Video 4 and Video 5
Tues, Mar 14	<b>No Class! Have a good Spring Break!</b>
Thurs, Mar 16	<b>No Class! Have a good Spring Break!</b>
Tues, Mar 21	Quiz 9 and Chapter 9
Thurs, Mar 23	Quiz 10 and Chapter 10
<b>Fri, Mar 24</b>	<b>LAST DAY FOR TICKET SALES!</b>
Tues, Mar 28	<b>Midterm II (Chapters 6-10); Assignment 4 due</b> - Analyze the pros/cons of your ticket sales. What worked well? Did you leverage networking and social media? How effective was your follow-up?
Thurs, Mar 30	Sales Presentation Review
Tues, April 4	Guest speaker –TBC
Thurs, April 6	Sales Presentations – 1, 2 and 3
Tues, April 15	Sales Presentations – 4, 5 and 6
Thurs, April 17	Sales Presentations – 7, 8 and 9
Tues, April 18	Sales Presentations – 10, 11 and 12
Thurs, April 20	Sales Presentations – 13, 14 and 15
Tues, April 25	Sales Presentations – 16, 17 and 18
Tues, April 27	Sales Presentations – 19 and 20; Final Review
<b>Tues, May 9</b>	<b>Final Exam from noon to 3 pm</b>