



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

**Course:** MKT/ENT 324-02 A and B, Professional Selling, Fall 2021, Bryan 205  
**Class Times:** 2-3.15 pm on Tuesdays (Section A) and Thursdays (Section B)  
**Instructor:** Mrs. Sara MacSween, [sbmacswe@uncg.edu](mailto:sbmacswe@uncg.edu) (call Professor MacSween)  
**Communications:** Email preferred, include class in subject line  
**Office Hours:** Zoom call on Wednesdays from 12 – 2 pm or email for another time.  
Personal meeting room: <https://uncg.zoom.us/j/3551223029>

**Text:** *SELL 6* (2020) by Ingram, LaForge, Avila, Schwepker and Williams, ISBN 9781337408004

[Set Canvas so it notifies you](#) when I send out emails – get immediate notification.

**Course Description:** This course examines the role of personal selling in the business process and how salespeople carry out their duties in a variety of business settings ranging from new business development for a start-up to sales with major existing firms with a substantial sales history. It will review the different aspects of the sales task and will cover how to accomplish these tasks effectively and efficiently. The sales principles covered in this course are relevant for both large and small sales and for use in entrepreneurial settings as well as more traditional corporate sales force settings. The course will require considerable interaction. The course will utilize the following learning activities.

- 1) Required readings.
- 2) Classroom role plays and discussions.
- 3) Observational learning via role plays and presentations.
- 4) Lectures.
- 5) Guest speakers from both large and small firms.
- 6) Open discussions about various sales-related issues.
- 7) Interactive assignment on direct selling.

**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 (one with photo).

## **Important Notes**

1. Office hours are available each week for questions.
2. Quality, not quantity, is important for class participation and assignments.

## **Learning 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. Use 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 ranging from a new product/new firm sales encounter to selling an existing product to a customer.
8. Understand and apply the principles of direct selling with a team recruitment plan, customer sales plan and in-class sales simulation with nutritional supplements.

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 whether your firm is an entrepreneurial firm or a business with a long history of sales success.
3. Identify the types of organizational buying decisions and what a salesperson must do to be seriously considered in these buying situations – these actions can vary -- particularly if you work for a small, entrepreneurial firm with little history.
4. Identify the types of organizational buying decisions and what a salesperson must do to be seriously considered in these buying situations.
5. Identify the different people that can be involved in a purchase and their potential role in the buying center/decision.
6. Can 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 and how these can vary for different firms – ranging from a start-up organization to a well-established business.
4. Use a questioning process like SPIN (Situation Problem Implication Need) or ADAPT (Assessment Discovery Activation Projection Transition) to identify buying issues.
5. Identify the purpose of an RFP (Request for Proposal) and the various issues involved in responding to one – especially the length of time your firm has been in business.
6. Identify various negotiation pressure tactics and know how to respond to them.

### **Four Keys to Successful Semester**

1. Attend class. You are paying for this class and should attend. Many hands-on assignments are done in class.
2. 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.
3. Look out for selling everywhere you go. As you go about your day, be aware of sales professionals and their pitches.
  - What does their body language and non-verbal language convey?
  - Are they asking appropriate questions to uncover needs?
4. Actively participate. Preparation of assignments and sales pitch will require work outside of class. This should be fun and further your understanding of key concepts.

### **Attendance**

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

**Inclement Weather**- will follow UNCG's policy on delays and cancellations due to weather.

### **Academic Accommodations**

The University of North Carolina at Greensboro respects and welcomes students of all backgrounds and abilities. If you feel you will encounter any barriers to full participation in this course due to the impact of a disability, please contact the Office of Accessibility Resources and Services (OARS). The OARS staff can meet with you to discuss the barriers you are experiencing and explain the eligibility process for establishing academic accommodations. You can learn more about OARS by visiting their website at <https://ods.uncg.edu/> or by calling [336-334-544](tel:336-334-544) or visiting them in Suite 215, EUC.

### **Academic Integrity**

Students are expected to recognize their responsibility to uphold the Academic Integrity Policies of UNCG. Failure to do so will result in Academic Integrity Sanctions as stipulated by the university. You are encouraged to review these policies at <http://academicintegrity.uncg.edu/complete/>

**Plagiarism, Falsification of Course Documents or Cheating** will not be tolerated. Please note that any violation of the AI Policy could result in failure of the course. Do your own work because an occurrence can equate to plagiarizing just one sentence from a consulted source. I will investigate if I suspect plagiarism and/or cheating. An AI violation occurs if you falsify a document (i.e. signing another student's name) for both students. A document AI violation stays on your permanent academic record. Refer to the AI link above for full details.

### **COVID-19**

As UNCG returns to face-to-face course offerings in fall 2020, the campus community must recognize and address concerns about physical and emotional safety. As such, all students, faculty, and staff are required to uphold UNCG's culture of care by actively engaging in behaviors that limit the spread of COVID-19. Such actions include the following:

- Wearing a face covering that covers both nose and mouth.
- Observing social distance in the classroom.
- Engaging in proper hand washing hygiene when possible.
- Self-monitoring for symptoms of COVID-19.
- Staying home if you are ill.
- Complying with directions from health care providers or public health officials to quarantine or isolate if ill or exposed to someone who is ill.

Instructors will have seating charts for their classes. These are important for maintaining appropriate social distance during class and facilitating contact tracing should there be a confirmed COVID-19 case. Students must sit in their assigned seat at every class meeting and must not move furniture. Don't eat or drink during class time.

A limited number of disposable masks will be available in classrooms for students who have forgotten theirs. Face coverings will also be available for purchase in the UNCG Campus Bookstore. Students who do not follow masking and social distancing requirements will be asked to put on a face covering or leave the classroom to retrieve one and only return when they follow these basic requirements to uphold standards of safety and care for the UNCG community. Once students have a face covering, they are permitted to re-enter a class already in progress. Repeated issues may result in conduct action. The course policies regarding attendance and academics remain in effect for partial or full absence from class due to lack of adherence with face covering guidelines.

For instances where the Office of Accessibility Resources and Services (OARS) has granted accommodations regarding wearing face coverings, students should contact their instructors to develop appropriate alternatives to class participation and/or activities as needed. Instructors or the student may also contact [OARS](mailto:OARS@uncg.edu) (336.334.5440) who, in consultation with Student Health Services, will review requests for accommodations.

### **Health and Wellness**

Health and well-being impact learning and academic success. Throughout your time in the university, you may experience a range of concerns that can cause barriers to your academic success. These might include illnesses, strained relationships, anxiety, high levels of stress, alcohol or drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may experience. You can learn about the free, confidential mental health services available on campus by calling [336-334-5874](tel:336-334-5874), visiting the website at <https://shs.uncg.edu/> or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. For undergraduate or graduate students in recovery from alcohol and other drug addiction, The Spartan Recovery Program (SRP) offers recovery support services. You can learn more about recovery and recovery support services by visiting <https://shs.uncg.edu/srp> or reaching out to [recovery@uncg.edu](mailto:recovery@uncg.edu)

## Religious Observance

The University allows for 2 excused absences each academic year for religious observances required by the faith of the student. Students requesting a religious absence must notify the instructor of each absence **14 days in advance** of the date of the religious observance. The request must state in writing the nature of the religious observance and the dates. Student's participation must be confirmed in writing by an official of the religious organization.

Assignment/tests that a student may miss due to notice of a required religious observance, instructors may require the student to complete the test or assignment in advance of the originally scheduled date of the test or assignment. The requirement for students to make such requests for excused absences applies only to days when the University is holding class (see the University's announcement for further details).

## Grading

Grades shown in Canvas will not be accurate until all items have been entered.

<b>Item</b>	<b>%</b>
Quizzes	10%
Exam on Chapters 1 to 10	10%
Participation (bio, six thank you cards, DISC and Zoom calls)	10%
Autobell Sales (two videos, two assignments, sale of eight cards)	10%
LinkedIn Assignment	10%
Trailhead Modules	10%
Sales Pitch	25%
Direct Selling Final	15%
<b>TOTAL</b>	<b>100%</b>

## Grading Scale

Final grades will be assigned as follows:

93-100 = A	80-82.9 = B-	67-69.9 = D+
90-92.9 = A-	77-79.9 = C+	63-66.9 = D
87-89.9 = B+	73-76.9 = C	60-62.9 = D-
83-86.9 = B	70-72.9 = C-	61 - 0 = F

	<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%

**Quizzes** -complete the open-book quizzes before each class. Two per week.

**Exam**- there will be one in-class exam for Chapters 1 to 10.

### **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>
10 points	Upload DISC profile to Canvas by midnight on Mon, Feb 1.
30 points	Turn in six handwritten notes to the professor (noted in red on calendar).
50 points	10 points per partner Zoom session (Thurs, Feb 4; Thurs, Feb 11; Thurs, Feb 18; Thurs, Feb 25; Thurs, Mar 4). You will receive a calendar invite for this session. Do your homework and upload your video answers on Canvas.

### **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. Turn them in to Professor MacSween.

### **Autobell Sales Rubric**

<b>Points</b>	<b>Item</b>
40 points	0 cards = 0 points Each card sold = 5 points Sell eight cards to earn 40 points. Will receive BONUS points if sell more than eight!!
60 points	Submission of four assignments to Canvas. See schedule. 10 points deducted if you don't include your name. 0 grade for late submissions.

Selling is the best way to practice!! Each student has a quota of eight Autobell cards, which cost \$20. Four value propositions – protects car, uses less water than washing at home, helps your grade and raises money for the North Carolina Sales Institute. Here's how to buy:

- Fill out a sales sheet.
- Purchase the cards by paying in cash or with a check written to the 'North Carolina Sales Institute'. Purchase cards before/after class from Professor MacSween or from Terri Sparks during normal business hours in Bryan 411.
- Venmo Professor MacSween (Sara-MacSween).

## **Sales Assignments**

Four personal assignments are due to Canvas (listed in blue 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 and will receive a grade of 'o'.

## **LinkedIn Assignment**

It's time to get your LinkedIn profile in good shape! If you don't have a profile, create one. If you need a professional photo, go to Career Services. Refer to Canvas for the assignment. 50 points will be deducted if submitted late. Due by midnight on Mon, Feb 15.

ITEM	POINTS
Professional photograph	10
Custom URL - <a href="https://www.linkedin.com/help/linkedin/topics/6042/6054/87">https://www.linkedin.com/help/linkedin/topics/6042/6054/87</a>	10
Well-written headline of the JOB YOU WANT	10
Strong summary	20
Experience with a variety of active verbs – quantify your experience	20
Network – send 20 NEW requests	5
Skills and expertise – add six skills	5
Groups and interests – join three industry-specific groups, Bryan School and MEHT Department (total of five) - <a href="https://www.linkedin.com/groups/12032877/">https://www.linkedin.com/groups/12032877/</a>	5
Grammatically correct	15

## **Trailhead Modules**

Go <https://trailhead.salesforce.com/en/home> and register. Complete 'Sales Cloud Essentials' (worth 300 points) and 'Build Your Sales Career' (worth 1,100 points). Select other modules to earn 2,000 points for full credit. Upload a certificate showing the number of points earned and badges on your LinkedIn page. Upload a reflection piece. See the grading rubric below.

Due by midnight on Mon, Mar 1.

ITEM	POINTS
Trailhead Modules (2,000 points) – upload completion certificate	65 points
Badges – include a screen shot showing the badges on your LinkedIn profile <a href="https://www.linkedin.com/pulse/how-add-all-salesforce-trailhead-badges-your-linkedin-atul-gupta-5x-">https://www.linkedin.com/pulse/how-add-all-salesforce-trailhead-badges-your-linkedin-atul-gupta-5x-</a>	10 points
Reflection piece – upload 500 words about what you have learned	25 points

**Sales Pitch** – two week will be spent in preparation. All materials will be loaded on Canvas.

You will be paired with a partner so you can act as the buyer/seller for the same buyer profile.

## **Direct Selling Final**

Assume you have just become a 4Life distributor working 40 hours a week. Watch the videos in Canvas and complete the assignment sheet. There are two components – team recruitment plan and customer sales plan. Refer to Canvas for the assignment. 50 points will be deducted if submitted late. 10 points will be deducted if no name on the assignment. Due by midnight on Thurs, May 6.

ITEM	POINTS
Team recruitment questions	15
90 second recruitment video – state number of verbal fillers	20
LinkedIn post with copy, image and call-to-action	5
Facebook post with copy, image and call-to-action	5
Customer sales questions	15
Customer target interests, preferred media and pain question	16
Recommended product, value proposition and needs met	9
Sales social media posts - total of three (one for each customer)	15

## **Class Expectations**

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

1. Come prepared to every class.
2. Create a mutually respectful classroom environment.
3. Provide examples of how sales professionals close deals in B-C and B-B environments.
4. Be available to students to review slides and answer questions.
5. 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.
5. If you are concerned about your grade or progress, schedule an appointment.

### **MKT/ENT 324-01 A and B Fall 2020 Class Schedule**

Section A meets in class on Tuesdays, and Section B meets in class on Thursdays.

Lectures and slides will be posted online on Sunday for the following week.

Extra credit points for attending AMA and NCSI SBG meetings @ 5.30 pm.

CEO @ 5 pm (Wed, Jan 27; Wed, Feb 10; Wed, Feb 24; Wed, Mar 10).

<b>Date</b>	<b>Meeting</b>	<b>Activity</b>
Tues, Jan 19 - A		Course introduction.
Thurs, Jan 21 - B		Discuss LinkedIn assignment, DISC profile and Autobell assignment.
Tues, Jan 26 - A		Bring two printed copies of your resume (one with attached photo).
Thurs, Jan 28 - B	AMA	John Chapman. <b>Turn in thank-you note #1.</b>
<b>Mon, Feb 1</b>		<b>Upload DISC profile to Canvas - <a href="https://www.tonyrobbins.com/disc/">https://www.tonyrobbins.com/disc/</a></b>
Tues, Feb 2 - A		PRIOR TO CLASS – watch Video 1 and 2; complete Quiz 1 and 2.
Thurs, Feb 4 - B	SBG	Discussion, in-class activity and <b>turn in thank-you note #2.</b>
Thurs, Feb 4 @ 10 am & 2.30 pm	NCSI Zoom Call	Upload your video to answer questions posted on Canvas about Go Health.
Tues, Feb 9 - A		PRIOR TO CLASS – watch Video 3 and 4; complete Quiz 3 and 4. <b>Autobell 1 due.</b> Discussion, in-class activity and <b>turn in thank-you note #3.</b>
Thurs, Feb 11 - B		
Thurs, Feb 11 @ 10 am & 2.30 pm	NCSI Zoom Call	Upload your video to answer questions posted on Canvas about Atlantic Coast Toyota Lift.
<b>Mon, Feb 15</b>		<b>LinkedIn assignment due by midnight.</b>
Tues, Feb 16 - A		PRIOR TO CLASS – watch Video 5 and 6; complete Quiz 5 and 6. <b>Autobell 2 due.</b> Discuss Trailhead assignment, in-class activity and <b>turn in thank-you note #4.</b>
Thurs, Feb 18 - B	SBG	
Thurs, Feb 18 @ 10 am & 2.30 pm	NCSI Zoom Call	Upload your video to answer questions posted on Canvas about Spax.
Tues, Feb 23 - A		PRIOR TO CLASS – watch Video 7 and 8; complete Quiz 7 and 8. <b>Autobell 3 due.</b> Discussion, in-class activity and <b>turn in thank-you note #5.</b>
Thurs, Feb 25 - B	AMA	
Thurs, Feb 25 @ 10 am & 2.30 pm	NCSI Zoom Call	Upload your video to answer questions posted on Canvas about Northwestern Mutual.
<b>Mon, Mar 1</b>		<b>Trailhead assignment due by midnight.</b>
Tues, Mar 2 - A		PRIOR TO CLASS – watch Video 9 and 10; complete Quiz 9 and 10.
Thurs, Mar 4 - B		<b>Autobell 4 due.</b> Discussion, in-class activity and <b>turn in thank-you note #6.</b>
Thurs, Mar 4 @ 10 am & 2.30 pm	NCSI Zoom Call	Upload your video to answer questions posted on Canvas about Truliant Credit Union.
Tues, Mar 9 - A		Exam on Chapter 1-10 in class.
Thurs, Mar 11 - B		
Tues, Mar 16 - A		Review the sales pitch case study.
Thurs, Mar 18 - B		
Tues, Mar 23 - A		In-class work on sales pitch.
Thurs, Mar 25 - B		
Tues, Mar 30 - A		Sales pitch teams.
Thurs, April 1 - B		
Tues, April 6 - A		Sales pitch teams.
Thurs, April 8 - B		
Tues, April 13 - A		Sales pitch teams.
Thurs, April 15 - B		
Tues, April 20 - A		Sales pitch teams; review the final assignment.
Thurs, April 22 - B		
<b>Thurs, May 6</b>		<b>Direct Selling assignment due by midnight.</b>