



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

Course: MKT/ENT 324-01, Professional Selling, Three Credit Hours, Fall 2022

Class Times: Tuesdays and Thursdays, 11 am – 12.15 pm in Bryan 216

Instructor: Mrs. Sara MacSween, office in Bryan 352, sbmacswe@uncg.edu

Communications: Email preferred, include class in subject line

Office Hours: Tuesday and Thursdays after class; email to schedule a Zoom meeting on another day/time

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. Write a bio.
- The THIRD 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 ways to improve time management.
2. Modify her/his presentation to match the social style of a specific buyer.
3. Use listening skills to determine buyer needs.
4. Awareness of how verbal fillers impact reception of a message.
5. Discover the impact of verbal communication (i.e., word choice and tone of voice).
6. Use different questions to uncover information.
7. Interpret the meaning of various forms of non-verbal communication.
8. Use and identify various aspects of non-verbal communication that can be used to enhance the sales presentation.
9. Present a product/service effectively in a face-to-face or virtual sales setting.
10. 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. Understand 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. Uncover 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. Discern the optimal communication channels to connect with those involved in the buying process.
6. Select the most effective entry point into a prospect's buying process.

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

1. Identify the stages of the selling process from prospecting through follow-up.
2. Craft a compelling sales message with awareness of verbal fillers and eye contact.
3. State the qualifications for a lead to become a prospect.
4. Compare the effectiveness of different types of prospecting techniques for various types of buyers and how these vary by organization.
5. Use a questioning process like SPIN or ADAPT to identify buying issues.
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. You earn one point towards your participation grade for each lecture attended.

Inclement Weather

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

Accommodations/ Americans with Disabilities Act (ADA)

UNCG seeks to comply fully with the Americans with the ADA. Students requesting accommodations based on a disability must connect with the Office of Accessibility Resources and Services (OARS) in 215 Elliott University Center, (336)334-5440, oars.uncg.edu.

Academic Integrity (AI)

By submitting an assignment, each student is acknowledging their understanding and commitment to the Academic Integrity Policy on all major work for the course. Refer to the following URL: <https://osrr.uncg.edu/academic-integrity/>.

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.

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).

Attendance Policy for University-Sponsored Events

The University recognizes the importance of certain extra-curricular and co-curricular activities (including travel days) that enhance student learning, personal development, and professional growth. Instructors will excuse absences of students for participation in University-sponsored events under the following conditions.

1. Students who expect to miss one or more class meetings due to participation in University-sponsored activities should:
 - a. Notify the instructor(s) at least five class days in advance;
 - b. Arrange to complete all missed work in advance of the absence whenever practicable as judged by the instructor(s). When missed work cannot be completed in advance, the instructor(s) should provide students with the opportunity to make up the work. Students should be aware, however, that not all kinds of work can be made up. The instructor(s) have the discretion to deny make-up work if (i) alternative assignments place an unreasonable demand on the instructor, (ii) the original assignment is such that not completing it at the originally assigned time impedes student learning
 - c. Present relevant documentation of participation in a relevant University-sponsored activity to the instructor(s) upon request.

Students who expect to miss more than three class periods of any single course of any kind in a term or more than two consecutive meetings of a laboratory course in order to participate in University-sponsored activities should inform the instructor at the beginning of the course. In the case that the faculty member cannot make reasonable accommodations for make-up work, the student may appropriately be advised to drop the course.

COVID-19

As we return for fall 2021, the campus community must recognize and address continuing concerns about physical and emotional safety, especially as we will have many more students, faculty, and staff on campus than in the last academic year. 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, but are not limited to, the following:

- following face-covering guidelines;
- engaging in proper hand-washing hygiene when possible;
- self-monitoring for symptoms of COVID-19;
- staying home if you are ill; and
- 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 facilitating contact tracing should there be a confirmed case of COVID-19. Students must sit in their assigned seats at every class meeting and must not move furniture. Students should not 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 requirements will be asked to put on a face covering or leave the classroom to retrieve one and only return when they follow the 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 and other requirements.

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 (336.334.5440) who, in consultation with Student Health Services will review requests for accommodations.

Health and Wellness

Your health impacts your learning. Throughout your time in college, you may experience a range of health issues that can cause barriers to your learning. These might include physical ailments, illnesses, strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may be experiencing. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at <https://shs.uncg.edu/> or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available.

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

Item	%
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%
TOTAL	100%

Midterm Grades: they will be entered in Genie by Fri, Sept 23 so you are aware of your progress in this course.

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

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

Quizzes: complete the open-book quizzes before each lecture class.

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

Participation Grading Rubric

Points	Item
3 points	Upload photo and bio to Canvas by Thurs, Aug 18.
4 points	Upload DISC profile to Canvas by midnight on Thurs, Aug 18.
3 points	Bring two copies of your printed resume (one with attached photo) to class on Tues, Aug 23.
10 points	One point earned for each lecture day.
30 points	Turn in six handwritten notes to the professor (noted in red on calendar).
50 points	Do your homework and upload your video response on Canvas prior to class.

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

Points	Item
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, Sept 12.

ITEM	POINTS
Professional photograph	10
Custom URL - https://www.linkedin.com/help/linkedin/topics/6042/6054/87	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, MEHT Department (total of five) - https://www.linkedin.com/groups/12032877/ and NCSI https://www.linkedin.com/company/north-carolina-sales-institute	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, Sept 26.

ITEM	POINTS
Trailhead Modules (2,000 points) – upload completion certificate	65 points
Badges – include a screen shot showing the badges on your LinkedIn profile https://www.linkedin.com/pulse/how-add-all-salesforce-trailhead-badges-your-linkedin-atul-gupta-5x-	10 points
Reflection piece – upload your answers to the questions	25 points

Sales Pitch – two weeks 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 Tues, Dec 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 Fall 2022 Class Schedule (check Canvas for changes)

Extra credit for AMA, NCSI Student Business Group (SBG) and Spotlights.

Dates will be emailed and posted on Canvas.

Date	Activity
Tues, Aug 16	Course introduction
Thurs, Aug 18	Virtual class - update your Canvas profile page with a headshot/write your bio; upload DISC profile to Canvas and answer the six posted questions (https://www.tonyrobbins.com/disc/)
Tues, Aug 23	Chapter 1, bring two copies of your resume and turn in thank-you note #1
Thurs, Aug 25	Chapter 2, lemonade stand
Tues, Aug 30	Chapter 3, Autobell goal setting and turn in thank-you note #2
Thurs, Sept 1	Chapter 4, Assignment 1 due - upload your answers to the Sales Overview document in Canvas
Tues, Sept 6	Chapter 5, discuss LinkedIn assignment and turn in thank-you note #3
Thurs, Sept 8	NCSI partner meeting with Cintas (upload video) , Assignment 2 due - upload a 90 second video with your sales pitch, state # of verbal fillers in the comments section
Mon, Sept 12	LinkedIn assignment due by midnight
Tues, Sept 13	Chapter 6, Valentine's store and turn in thank-you note #4
Thurs, Sept 15	NCSI partner meeting with Alex Falas from Orion (upload video) , Assignment 3 due – upload a 90 second video stating and overcoming the three main objections you have encountered, state # of verbal fillers in the comments section
Tues, Sept 20	NCSI partner meeting with TPX , turn in thank-you note #5
Thurs, Sept 22	Chapter 7, Assignment 4 due – upload your answers to the Sales Analysis document in Canvas
Mon, Sept 26	Trailhead assignment due by midnight
Tues, Sept 27	NCSI Zoom call with Katie Beth Rice from AT&T (upload video) ; turn in thank-you note #6
Thurs, Sept 29	Chapter 8
Tues, Oct 4	Chapter 9 and 10
Thurs, Oct 6	Exam (Chapters 1 – 10)
Tues, Oct 11	Fall Break – no class!
Thurs, Oct 13	Introduction of sales presentation
Tues, Oct 18	NCSI partner meeting with ACT
Thurs, Oct 20	In-class working day on the sales presentation
Tues, Oct 25	Presentation Day
Thurs, Oct 27	NCSI partner meeting with OpsVeda
Tues, Nov 1	NCSI partner meeting with TEKsystems
Thurs, Nov 3	Presentation Day
Tues, Nov 8	Presentation Day
Thurs, Nov 10	Presentation Day
Tues, Nov 15	Presentation Day
Thurs, Nov 17	Presentation Day
Tues, Nov 22	No class for the Thanksgiving holiday! If you haven't sold enough Autobell cards, your family members are great prospects!
Thurs, Nov 24	
Tues, Nov 29	Overview of final assignment
Tues, Dec 6	Upload direct selling final by midnight