MKTG 3311
SALESMAINSHP: CONCEPTS AND PRACTICES

Syllabus

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Required Text

Objective
The overall objective of this class in salesmanship is that each participant achieve an understanding of and an appreciation for professional selling. Professional salesmanship concepts are presented in the class through class lectures, role-playing, simulations, assignments and video presentations. Since a majority of marketing graduates and many other BBA majors, are initially or throughout their careers engaged in sales activities, this class serves the pragmatic objective of involving the participant with the realities of professional selling. Additionally, participants will, in a limited manner, apply the ideas assimilated in this class in a simulated professional sales situation. Specific objectives are to require each participant to be able to recognize and apply skills in prospecting, sales presentations, overcoming objections, closing, and sales follow-up.

The basic objectives for this course are:

• for you to gain an understanding of personal selling as a major function within the marketing and promotional mix of a firm.
• to improve your communication ability.
• to familiarize you with the principles of selling.
• to have you prepare and present a sales presentation by visually, verbally, and nonverbally communicating your information using the selling skills discussed in class and in your textbook.
• for you to consider a career in sales.

All written assignments must be grammatically correct. Assignments that have errors of spelling and other grammar weakness are down graded.

Procedure
Course Approach
Classes will be a combination of discussion, various exercises (conducted both inside and outside of the classroom), and lectures. You will participate in several role-playing exercises. The purpose of these activities is to provide you an opportunity to practice your communication and selling skills. Your class participation is expected and appreciated.

All assignments must be based upon your own work and must be word processed. You cannot work with other students except when assigned as a team project. No assignment will be accepted late unless the delay is due to an Official University excuse. Late refers to after the class is over on the day the assignment is due. I will not accept an accumulation of work.
Role-Play
The role playing exercises will test how well you understand and can apply the course materials. Role-plays also show how motivated you are to perform at a high level. To do well require you must:

1. Aggressively collect and develop all materials for the presentation.
2. Use class and textbook materials to develop the communication aspects of the presentation – follow instructions.
3. Do an excellent job of creatively writing your paper. You must label all selling techniques used in your presentation.

Caution: Your role-play project must be totally your own work. You cannot use or follow someone else’s written or verbal project in any manner. If done, you will be considered cheating and proper University disciplinary actions will be taken by the instructor. You cannot sell any of the following products: (1) Liquor, (2) Tobacco, or (3) Firearms.

SALE Assignments
SALE refers to Student Application Learning Exercises. All assignments must be typed in a double-space format. You must have a cover page. On the cover page type: (1) your name (2) Marketing 3311 (3) date assignment is due and (4) title of assignment.

Some assignments will be completed during class. If you come to class after the assignment has been completed, you cannot complete or makeup the assignment.

Video Summaries You will briefly summarize each video presentation. Identify the key salesmanship concepts presented in the video. The summaries will be turned in on the day following the in class presentation of the video.

Sales Presentation The initial portion of the class is devoted to the presentation of personal selling concepts. Much of the class is used for student sales presentations and other student activities. Two person student teams will make a presentation during the semester to a fellow two person student team randomly selected to be your buyer. The sales presentation will be for a product or service of your choice. This product must be one that is sold in a professional setting (a service is a product). A retail store order filler does not satisfy the conditions for this presentation. For the presentation, you must follow the salesmanship process including making a close. You are allowed to make reasonable assumptions for the presentation concerning previous calls, previous sales history, etc. You must prepare a product, selling company, and buying organization profile describing the selling scenario so that the buyer and the class are able to follow the presentation. Prior to the sales presentation, you will develop ideas and skills as demonstrated in text, videos, and other class activities.
Each person will prepare a call planner prior to each sales presentation and a post call evaluation following each sales presentation. The forms for these will be provided.

Sales Person Interview Each student will interview a professional sales person. You will present the ideas from the interview to the class during the day designated as final exam day for the class. Ask the sales person questions about how they find prospects, how they conduct the sales interview, how they close sales, and their satisfaction with their profession. You may select any professional sales such as insurance, media, technology, services, but not retail order takers.
Emphasis is on quality throughout this class. You must constantly think and act quality and continuous quality improvement. Consider the quality both of the methodology and of the appearance of all communications during the semester.

**Grading**
You are evaluated on your application of personal selling concepts during the sales presentations and other salesmanship skills exercises. For the sales presentation, you will be evaluated by the instructor and by your peers in class. Your goal is always to show continuous quality improvement. Your daily presentations will be evaluated as “high quality” (HQ) 9-10 pts, “acceptable quality” (AQ) 7-8 pts, “needs some improvement” (IQ) 5-6 pts, “not acceptable” (NQ) 4 pts or “failed quality” (FQ) 0 pts. In addition, your final grade is influenced by your attendance and on-time class attendance.

**Summary Paper.** During the final week of class each person will present a summary paper
- A few paragraphs summarizing what you learned during the semester about salesmanship. Include a specific statement of your definition of professional selling as you define professional selling at the conclusion of the semester.
- A discussion of the teaching and learning methodology of this class; give your personal evaluation.
- A self-evaluation of your performance and what grade you would give yourself if you were the instructor of the class.

**Class Requirements**
Each participant must satisfactorily meet the following tasks:
- A sales presentation
- Professional selling skills exercises
- Regular attendance
- On time class attendance
- Video summaries
- Sales interview
- Evaluate presenters in class
- Turn in a call planner before each in-class presentation
- Turn in the post call evaluation form the class day following your presentation
- Portfolio of performance.

A letter grade is required for each participant. Grades are earned based on the quality level satisfaction of each task. A satisfactory performance for each task earns the participant a grade of “A”.

**LETTER GRADES**
A letter grade of “A”:
- turned in all required tasks on time
- attended all classes
- was on time for most classes
- received at least “high quality” ratings on all work or improved from a lower rating on subsequent work
- did not receive “not acceptable” ratings on any work; “needs improvement” ratings were succeeded by higher ratings
- showed enthusiasm
- was involved in class discussions etc.
- produced quality portfolio
A letter grade of “B”:
* turned in most tasks on time
* attended most classes
* was on time for most classes
* received at least “needs improvement” ratings on work and demonstrated continuous improvement on work
* was involved in class
* produced quality portfolio

A letter grade of “C”:
* some tasks not turned in; or many tasks late
* missed several classes
* was late for many classes
* received some “not acceptable” and mostly “needs improvement” ratings with little evidence of continuous improvement
* minimal involvement in class
* demonstrates a “poor” attitude
* produced quality portfolio

A failing grade:
* tasks not turned in or habitually turned in late
* missed numerous classes
* was habitually late for class
* received “not acceptable” on most tasks
* little or no class involvement

**Grade Determination**

<table>
<thead>
<tr>
<th>Task</th>
<th>Weighted Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>100</td>
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<tr>
<td>Daily work</td>
<td>180</td>
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<tr>
<td>Sales Presentation</td>
<td>120</td>
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<tr>
<td>Buyer Role</td>
<td>25</td>
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<tr>
<td>Presentation Eval</td>
<td>25</td>
</tr>
<tr>
<td>Video Summaries</td>
<td>50</td>
</tr>
<tr>
<td>Summary Paper</td>
<td>20</td>
</tr>
<tr>
<td>Sales Interview</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>535</strong></td>
</tr>
</tbody>
</table>

**Schedule** You will be provided a schedule listing the due dates for all assignments. However, for planning purposes, the portfolio is due the last day of regular classes-May 5. The sales presentations will continue through the last week of classes. The date for the scheduled final exam-May 16- is used for your discussion of your sales person interview, to review the learning process in the class, and to return your portfolio. You must be present for this class.

**American with Disabilities Act Compliance**
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in CCH 116.
If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

**College of Business Code of Ethics**
This course and all other courses offered by the College of Business (COB), requires all of its students to abide by the COB Student Code of Ethics (available online at [http://www.cob.tamucc.edu](http://www.cob.tamucc.edu)). Provisions and stipulations in the code are applicable to all students taking COB courses regardless of whether or not they are pursuing a degree awarded by the COB.

**Grade Appeals**
As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at [http://www.tamucc.edu/provost/university_rules/index.html](http://www.tamucc.edu/provost/university_rules/index.html). For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

**Dropping a Class**
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class.

**Other matters**
It is your responsibility to be aware of drop dates. I cannot drop you from the class. I will mail your final grade to you if you provide stamped and self-addressed envelope. Grades will not be posted nor can grades be given over the telephone.
REQUEST FOR ACCEPTANCE OF LATE ASSIGNMENTS
Use only for work that is late due to unforeseeable circumstances.

Student Name ________________________________________________________

Class_________________________________ Date__________________________

Assignment__________________________________________________________

Date Assignment Was Due ________________________
Reason Assignment Could Not Be Provided On Due Date:
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

____________________________________________________

Accepted (Instructor Signature) __________________________
Comments______________________________________________________
________________________________________________________________________

Rejected (Instructor Signature) __________________________
Comments______________________________________________________
________________________________________________________________________