

Course MKT 3330.002 "Introduction to Professional Selling"
Days/Time Tues/Thur 4:00 – 5:15 pm, JSOM 2.222
Professor Bill Miller
Term Fall 2023

NOTE: The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.

1. Professor's Contact Information

Office Phone	972-342-1797 (cell)
Office Location	JSOM 2.804
Email Address	WXM230009@utdallas.edu
Office Hours	Tues 2:00 – 3:30, Thur 11:00 – 12:30, or by appointment
Other Information	E-mail best form of communication

2. General Course Information

Pre-requisites, Co-requisites, & other restrictions	None
Course Description	This course is an introduction to professional sales and sales management. It will focus on the fundamentals of building and maintaining mutually beneficial business relationships. Emphasis will be placed on sales skills, such as prospecting, making the sales call, developing compelling presentations, responding to objections, and closing the deal. Additionally, the course will provide insight into channel management such as design, functions, logistics, supply chain and channel relationships.
Learning Outcomes	Upon completion of this course, students will be able to: <ol style="list-style-type: none"> 1) Identify and personally develop the foundational attributes required to build successful professional selling relationships. 2) Identify the tools and methods used by sales professionals to initiate, develop, and enhance customer relationships. 3) Experience the process of developing customer relations.
Required Texts & Materials	"Sell" 5th Edition by Ingram/ Avila/ Schwepker/ Williams, Southwestern ©2015

3. Lecture Recordings

Permission Required	Any video/audio recording of the class lectures and material could take place solely after written permission has been issued by the professor.
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4. Assignments and Academic Calendar

Session	Date	Topics	Student Requirements
1	Tues 8/22	Meet and greet Outcomes for students from course Student input on topics of importance Overview of key activities	
2	Thur 8/24	Syllabus overview How topics all fit together for a firm foundation of selling skills and best practices Discussion of major assignments Discussion of short assignments	Read Ch 1 before next class Read the Jeff Weatherby sales call case study and be prepared to discuss
3	Tues 8/29	Text Chapter #1: Overview of Personal Selling <ul style="list-style-type: none"> ▪ History of sales ▪ Different approaches to sales ▪ Trust-based sales process ▪ Sales career options Jeff Weatherby sales call case study Video discussion board "The New Selling of America"	Quiz Ch#1 due by 11:59 p.m. today
4	Thur 8/31	Assignments Discussion: description, ideas, outcomes, dates, best practices Network development, LinkedIn Connections, and Business Card assignments	Read Ch 2 before next class
5	Tue 9/5	Text Chapter #2: Building Trust & Sales Ethics <ul style="list-style-type: none"> ▪ Importance of trust ▪ Ways to earn trust ▪ Sales ethics Video discussion board "7 Ways to build trust"	Quiz Ch #2 due by 11:59 p.m. today
6	Thur 9/7	Assignments Discussion <ul style="list-style-type: none"> ▪ Salesforce and Lennox Case Role Play 	Bring laptop to class 9/13 Read Ch #3 before next class
7	Tue 9/12	Text Chapter #3 Understanding Buyers <ul style="list-style-type: none"> ▪ Understanding different types of buyers ▪ Rating how well you're positioned with different buyers ▪ Customer journey ▪ Trailhead modules discussion, value of Trailheads to learning about Salesforce 	Business cards due in class today ... you must turn in a physical copy of your card in class and submit a digital one via eLearning Bring your laptop to class

4. Assignments and Academic Calendar

Session	Date	Topics	Student Requirements
8	Thur 9/14	Text Chapter #3: Understanding Buyers (con't) <ul style="list-style-type: none"> ▪ Understanding the Buyers ▪ Personal "wins" and "losses" ▪ Customer Journey Mapping Video discussion board "To Sell is Human"	Quiz Ch# 3 due by 11:59 p.m. today
9	Tue 9/19	Cultural intelligence discussion and exercise	LinkedIn assignment due via eLearning by 11:59 p.m. today Read Ch #4 before next class
	Thur 9/21	No Regular Class ----- Corporate Showcase TopGolf Networking Event (only offered to those students who have already applied for the Sales Program) 6:00 pm- 9:00 pm	Location TBA
10	Tues 9/26	Text Chapter #4: Communications Skills <ul style="list-style-type: none"> ▪ Interacting with prospects ▪ Different types of questions ▪ Asking good questions, avoiding bad ones ▪ Active listening ▪ Questions to ask yourself before a call Chally assessment discussion Video discussion board "Let me see your body talk"	Quiz Ch#4 due by 11:59 p.m. today
11	Thur 9/28	Communication Skills (con't) Guest speaker	
12	Tues 10/3	Text Chapter #4: Communications Skills (con't) <ul style="list-style-type: none"> ▪ SPIN Questions ▪ Role Play 	Read Ch #5 before next class
13	Thur 10/5	Building a solution business case	Chally Assessment Write-up Due by 11:59 p.m. today
14	Tues 10/10	Text Chapter #5: Strategic Prospecting and Preparing for Sales Dialogue <ul style="list-style-type: none"> ▪ Prospecting strategies the work/don't work 	Quiz Ch#5 due by 11:59 p.m. today
15	Thur 10/12	Role Play Video discussion board "Your Personality and your brain"	Remind to bring laptop to class 10/16

4. Assignments and Academic Calendar

Session	Date	Topics	Student Requirements
16	Tues 10/17	Salesforce Training	Bring your laptop to class
17	Thur 10/19	Role Play	Read Ch #6 before next class
18	Tues 10/24	Text Chapter #6: Planning Sales Dialogs & Presentations <ul style="list-style-type: none"> ▪ Three phases of a sales call ▪ Linking sales dialog to prospect needs and objectives ▪ Presentations; preparation, delivery, best practices, things to avoid 	Quiz Ch#6 due by 11:59 p.m. today Read Ch #7 by next class
19	Thur 10/26	How to write an effective proposal; what to cover, structure, words to use, templates	Major Assignment Due: Needs Assessment Video . . . link for this video must be submitted via eLearning by 11:59 p.m. today
20	Tues 10/31	Text Chapter #7: Sales Dialogue: Creating and Communicating Value <ul style="list-style-type: none"> ▪ Best practices for communicating value Video discussion board "How to Sell Value/5 Minutes Sales Training"	Quiz Ch#7 due by 11:59 p.m. today
21	Thur 11/2	No Class ----- Networking Assignment Day	Major Assignment Due: Trailhead Module due via eLearning by 11:59 p.m. today Read Ch #8 by next class
22	Tues 11/7	Text Chapter #8: Addressing Concerns and Earning Commitment <ul style="list-style-type: none"> ▪ Underlying reasons for objections ▪ Common objections and resistance ▪ Dealing with objections 	
23	Thur 11/9	Text Chapter #8: Addressing Concerns and Earning Commitment (con't) Video discussion board Watch "7 Most Common Sales Objections"	Quiz Ch#8 due by 11:59 p.m. today
24	Tues 11/14	Dress Code Discussion	Read Ch #9 by next class
25	Thur 11/16	Text Chapter #9: Expanding Customer Relationships <ul style="list-style-type: none"> ▪ Staying connected with customers in value added way 	Quiz Ch#9 due by 11:59 p.m. today Reminder: Elevator pitch due 11/27 Read Ch #10 by next class

4. Assignments and Academic Calendar

Session	Date	Topics	Student Requirements
	Tues 11/20	Thanksgiving Break	No Class
	Thur 11/22	Thanksgiving Break	No Class
26	Tues 11/28	Opportunity for role-play with Advanced Students in class. <i>Write up your personal elevator pitch . . . we'll discuss in class, but you do not need to turn it in.</i>	Read Ch #10 by next class
27	Thur 11/30	Text Chapter #10: Adding Value: Self-leadership and Teamwork	Quiz Ch#10 due by 11:59 p.m. today LinkedIn SSI Score Screenshots due by 11:59 p.m. today
28	Fri 12/1	Rookie Preview	
29	Tues 12/5	No Class	Network Development Assignment and Salesforce Screenshots are Due by 11:59 p.m. today

5. Grading Criteria

Assignments and Other Inputs	Component	Weight
Major Assignments <i>(Section 6.1 Below)</i>	Network Development	20%
	Needs Assessment Video (<i>Lennox Case</i>)	15%
	Trailhead Modules	15%
	Salesforce Screenshots	5%
Short Assignments <i>(Section 6.2 Below)</i>	LinkedIn Connections	20%
	Business Cards	
	Social Selling Index	
	Chally Assessment	
Other Grade Inputs <i>(Section 6.3 Below)</i>	Chapter Quizzes	5%
	Class Attendance	10%
	Discussion Board/Roleplay	10%
		100%

Points for Grade	Points Range	Grade	
	98.0-100%	A+	Note: Failure to submit a Final Project or Videos will result in an automatic 'F' as a grade for this class.
	94.0-97.9 %	A	
	90.0-93.9%	A-	
	88.0- 89.9%	B+	
	84.0-87.9%	B	
	80.0-83.9%	B-	
	78.0-79.9%	C+	
	74.0-77.9%	C	
	70.0-73.9%	C-	
	68.0-69.9%	D+	
	64.0-67.9%	D	
	60.0-63.9%	D-	
	<60.0%	F	

6. Assignments & Other Inputs

6.1 Major Assignments

Networking Development

Network Development Assignment worth 20% of your total grade. For this project, you are required to conduct 10 informal face-to-face/Virtual interviews with people from **1 to a maximum of 2 targeted industries/occupations**. Absolutely no phone or email interviews will be accepted.

This in turn should lead to 1 to 2 mentors in each field of interest. This paper should be no longer than 15 pages typed and must include a short summary of each interview, your reflection on the project, follow-up emails, a picture of the virtual call showing both of you or an in-person picture, as well as the Interviewee's contact information and business cards. More detailed instruction is provided on eLearning.

Submit the report via Turnitin on eLearning by December 4th, 2023, at 11:59 p.m.

Under special circumstances approved by the faculty, a late assignment will be accepted for a maximum of 70%.

FAILURE TO COMPLETE THIS ASSIGNMENT WILL RESULT IN "F" FOR THE CLASS.

Needs Assessment Video

A ***Need Assessment Video*** worth 15% needs to be submitted by the indicated date. The Salesforce and Lennox case and rubric provided on eLearning will be used for this assignment. **The assignment is due on 10/25/2023 at 11:59 p.m. via eLearning.**

Under special circumstances approved by the faculty, a late assignment will be accepted for a maximum of 70%.

FAILURE TO COMPLETE THIS ASSIGNMENT WILL RESULT IN "F" FOR THE CLASS.

Trailhead

Trailhead Modules are worth 15% of your total grade. The modules are available for you to explore, experiment with and earn points and badges in order to get a better understanding of Salesforce CRM. There are more than 1,300 modules on the site (<https://trailhead.salesforce.com>); you're free to play with and complete as many as you like.

You need to create an account to be able to work on these modules. Sign in using your UTD/Yahoo/ Google/ LinkedIn/salesforce or even Facebook account and keep in mind that Trailhead is just a sandbox and the changes you make on it does not get reflected on your salesforce account.

To get full credit for this assignment, you must:

- Earn a **minimum of 7500 points**
- **Complete three** out of the four required modules (links provided on eLearning) must be completed.

After the completion of these three, you are free to choose whatever modules you like to earn the remaining points.

Submit the screenshot that includes your name from the website, total earned points, and **ALL completed modules' badges** on the eLearning **by Nov 1, 2023, at 11:59 p.m.**

6. Assignments & Other Inputs

Salesforce *Salesforce Assignment* is worth 5% of your overall grade. You will be provided with a free subscription to Salesforce.

All your leads and contacts (minimum of 10) for the Networking Assignment must be added to the platform, as well as 3 activities per lead (sending emails, setting tasks, Logging calls...).

The screenshots are due by 12/4/2023 at 11:59 p.m.

6.2 Short Assignments

Linked In Connections (Due 9/13/23)

- Set up a LinkedIn account
- Get a minimum of 100 connections

Business Cards (Due 9/20/23) Design and print a professional business card

Chally Assessment (Due 10/4/23) Complete predictive talents assessment

Social Selling Index (Due 11/29/23) Within LinkedIn

- 15 score minimum
- 65 score is industry competence

6.3 Other Grade Inputs

Chapter Quizzes All chapter quizzes are online and worth 5% of your grade. You will have access to them on eLearning for a specific time frame.

When the scheduled quiz time is passed, **Absolutely No Make up Quiz or Extension will be given.**

You have 35 minutes to complete each quiz which is made up of 25 multiple-choice questions. The top 9 of 10 quizzes will be counted.

Class Attendance **Class Attendance is Mandatory**

Attendance will be taken at the beginning of every single class. You will receive only half the credit if you are more than 5 min late or leave early without advance permission. Everyone will receive a free absence. It is 10% of your total grade. Illness absences will only be excused with a doctor's note (No Exceptions).

Discussion Boards / Roleplay A large portion of our class sessions will be either a discussion or role-playing exercises followed by discussion, therefore, attendance is very important.

Class Participation (you must be physically present in class to submit your response)

Participation and Discussion Board responses are 10% of your grade and will be graded throughout the semester.

Students who fail to participate in class regularly are inviting scholastic difficulty. Absolutely no late response to Discussion Board is accepted. Top 6 Discussion Board grades are averaged for this grade.

7. Capstone Assignment

Rookie Preview (Due 12/1/23)

There is a capstone assignment on **Friday, December 1st, 2023.**

This event allows you to participate in a 15-minute live role-play showcasing your selling skills. *The same Salesforce and Lennox case will be used for the role play.* There will be a live corporate buyer as well as live corporate judges. This is a fantastic opportunity to expand your professional network, practice your skills, and potentially find internships/employment. In addition, 3% extra credit will be added to the overall grade of those who score the competency level of 89.5 and above at this event.

Participating in this event will reduce the number of interviews that you need to do for the Networking Assignment from 10 to 7.

It is your responsibility to sign up for this event when I bring the sign-up sheets to class. In the situation that you sign up and then do not show up on the day of the event, 5% will be deducted from your final grade.

These role plays will be graded using The National Collegiate Sales Competition grading sheet. More details will be provided at a later date.

8. Course Policies

Classroom Citizenship

- 1) Come to class on time.
- 2) Attend class regularly.
- 3) Turn off all cell phones.
- 4) Keep up with the assigned readings and Discussion Board.
- 5) Be polite and respectful to your fellow classmates and your instructor.
- 6) Participate in class discussions.

Student Conduct and Discipline

The University of Texas System ([Regents' Rule 50101](#)) and UT Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the Student Complaints Resources in the online UT Dallas Undergraduate Catalog,

<https://catalog.utdallas.edu/now/undergraduate/resources/student-complaints>

and the Graduate

Catalog, <https://catalog.utdallas.edu/now/graduate/resources/student-complaints>.

UT Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the Student Code of Conduct, UTDSP5003 (<https://policy.utdallas.edu/utdsp5003>). Copies of these rules and regulations are available to students in the Office of Community Standards and Conduct, where staff members are available to assist students in interpreting the rules and regulations (SSB 4.400, 972-883-6330) and online at <https://conduct.utdallas.edu>.

8. Course Policies

	<p>A student at the University neither loses their rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating its standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.</p>
<p>Social Media Use</p>	<p>The Student Code of Conduct includes behaviors conducted via any digital platform. Students may not use any digital platform to seek or provide unauthorized assistance for any assignment done for academic credit. Students may not use any digital platform to impersonate or represent any person other than themselves. Please consult with your instructor regarding authorized assistance.</p>
<p>Academic Integrity</p>	<p>The faculty expects from its students a high-level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrates a high standard of individual honor in his or her scholastic work. See https://conduct.utdallas.edu/integrity.</p> <p><i>Academic Dishonesty:</i> Academic dishonesty can occur in relation to any type of work submitted for academic credit or as a requirement for a class. It can include individual work or a group project. Academic dishonesty includes plagiarism, cheating, fabrication, and collaboration/collusion. In order to avoid academic dishonesty, it is important for students to fully understand the expectations of their professors. This is best accomplished through asking clarifying questions if an individual does not completely understand the requirements of an assignment.</p> <p>Additional information related to academic dishonesty and tips on how to avoid dishonesty may be found here: https://conduct.utdallas.edu/dishonesty.</p>
<p>Copyright Notice</p>	<p>It is the policy of UT Dallas to adhere to the requirements of the United States Copyright Law of 1976, as amended, (<i>Title 17, United States Code</i>), including ensuring that the restrictions that apply to the reproduction of software are adhered to and that the bounds of copying permissible under the fair use doctrine are not exceeded. Copying, displaying, reproducing, or distributing copyrighted material may infringe upon the copyright owner's rights. Unauthorized distribution of copyrighted material, including unauthorized peer-to-peer file sharing, may subject students to appropriate disciplinary action as well as civil and criminal penalties. Usage of such material is only appropriate when that usage constitutes "fair use" under the Copyright Act. For more information about the fair use exemption, see https://guides.lib.utexas.edu/fairuse/home. As a UT Dallas student, you are required to follow UT Dallas' copyright policy (UTDPP1043 at https://policy.utdallas.edu/utdpp1043) and the UT System's policy, UTS107 at https://www.utsystem.edu/board-of-regents/policy-library/policies/uts107-use-copyrighted-materials.</p>
<p>UT Dallas Syllabus Policies and Procedures</p>	<p>The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.</p> <p>Please go to http://go.utdallas.edu/syllabus-policies for these policies.</p>