

Course Syllabus

Course Information

Course Number/Section: MKT 4332
Course Title: Advanced Sales
Term: Fall 2013
Days & Times: T/Th 10:00 – 11:15 AM
Location: JSOM 2.904

Professor Contact Information

Professor: Dr. Howard F Dover
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Office Location: SM 3.611
Office Hours: Thursdays Tue/Thu 4:00 – 6:00 PM or by appointment

Course Pre-requisites, Co-requisites, and/or Other Restrictions

MKT 3300, MKT 3330 and (BCOM 3311 or ACCT 3311) and Professor's permission

Course Description

This course covers advanced personal selling skills, practices and programs. Emphasis will be placed on sales, presentations, demonstrations and relationship-building skills.

Student Learning Objectives/Outcomes

Upon completion of this course the student will:

1. Be able to evaluate sales cases by identifying relevant facts and developing an appropriate needs assessment strategy for a given case.
 2. Learn appropriate phone sales skills and provide evidence of these skills.
 3. Learn appropriate sales presentation skills and produce evidence of appropriate sales presentation skills using competitive cases.
 4. Be able to recognize various buyer challenges and personality styles.
 5. Be able to modify sales process based on various buyer challenges and personality styles.
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This course is designed to provide rigorous, advanced level training in the sales process and skill development. Students should plan to allocate sufficient time out of class to prepare for in class activities, assessments, as well as live selling activities. Students should plan to spend at least 2 – 3 hours per week outside of class to obtain a C in this class. Students who desire an A in this class should plan to allocate one to one and half hours each day of the week.

This course requires student attendance as several events outside the scheduled class. Events are listed on the calendar and students should plan accordingly to arrange their schedules to participate in these events. Also, a majority of the students in this class will be asked to represent the University at national competitions, which will also require additional planning and commitments outside of the scheduled class times.

Participation in this class requires a signed release to allow the student to be digitally video recorded for the purposes of skills development. With student permission, some videos will be used for educational purposes in the classroom.

Methodology:

This course will use a combination of seminar style and learning by doing. Cases from national and international sales competitions will be used to teach students skills including: ‘cracking a case’, preparing for customer contact, developing an appropriate communication strategy, and presenting pertinent information to a prospective customer by using the SPIN/ADAPT sales process.

Student skills will be measured at the start and end of the semester in the areas of phone skills, speed selling, needs assessment, and sales presentations. During the semester, course materials, exercises, and guest presentations will be designed to address skills development with the goal of improving individual student mastery of evaluated sales skills.

Top students from this course may be selected to represent the University at nationally held competition in both the current semester and the Spring Semester.

Course Material:

Required Textbooks and Materials: Cases from the following competitions will be used to develop skills in this course:

Great Northwoods Warmup

Host: University of Wisconsin at Eau Claire

Product: Hormel CPG

Dates: Oct 31 – Nov 2, 2013

Website: <http://www.uwecsaleswarmup.com>

International Collegiate Sales Competition:

Host: Florida State University

Product: Tom James

Dates: October Nov 8 – 11, 2013

Website: <http://icsc-fsu.org>

National Sales Challenge:

Host: William Paterson University

Produce: ADP

Dates: Nov 13-15, 2013

Website: <http://rbisaleschallenge.wpunj.edu>

National Collegiate Sales Competition:

Host: Kennesaw State University

Product: ADP

Dates: Mar 28-31, 2014

Website: <http://www.ncsc-ksu.org>

Suggested Text:

SELL 3 by Ingram et al, Southwestern 2011. ISBN: 978-1-111-52823-2

The Challenger Sale by Dixon and Adamson, CEB 2011. ISBN: 978-1-59184-435-8

TENTATIVE SCHEDULE

DATE	WEEK #	Tuesday	Thursday
8/27 – 29	1	Introduction: Skill Development (SD): Value Proposition Call to Action	Skill Assessment (SA): Speed Sell Various Guests
9/3 – 5	2	SD: Needs Assessment Review ADAPT versus SPIN Focus: Tom James Case	SA: Needs Assessment Video Peer buyer – in class Recording
9/10 – 12	3	SD: Presentation, Earning Commitment Handling Objections	SA: Hormel product 15 minute role play *Guests: TBA
9/17– 19	4	SD: Decision Process Consumer versus Business Q&A from Tom James RP	SA: Tom James 15 minute role play *Guests: Tom James
9/23 – 25	5	Result Interviews	Goals Team Formation Knowledge Module

10/1 – 3	6	SD: Listening Skills Guest Lecture: Dean Kyle, Henry Schein Building Rapport	SD: From Facts to my Point of Difference
10/8-10	7	SD: Powerful Presentations	SD: Handling Objections Guest Lecture: ADP*
10/15-17	8	SD: Advanced Closing	Discussion: Job Fair & Interview Strategies
10/2-24	9	Role Play Practice Sessions	Advanced Sales Fall Event Day 1: Role Play AM Networking Lunch Corporate Partner Interviews PM and all day 10/25
10/29 11/1	10	Advanced Skills I: Topic TBA	Fortune 500 Skype Session Target: IBM or Google Great Northwoods WarmUp
11/5 -7	11	Advanced Skills II: Topic TBA	SD: Challenge Sales Preview Guest Lecture: Challenger Company International Collegiate Sales Competition (Friday)
11/12 – 14	12	SD: Negotiations I	Ride Along Day No Scheduled Class National Sales Challenge
11/19 – 21		SD: Negotiations II	Team Updates
11/25 – 29	Thanksgiving Break		
12/3 – 5	15	Exit Interviews Dr. Dover's office per schedule	Intro Preview Event ALL DAY Awards Dinner PM
12/10	16	Exit Interviews Dr. Dover's office per schedule	
Final		Exit Interviews (if needed)	

Grading Policy

Grade Determination:

Pre-Assessment	15 points	A	90 – 100 points
Ride Along Write Up	5 points	B+	87 – 90 points
Students Follow Up Score	10 points	B	82 – 87 points
Class Participation	10 points	B-	79 – 82 points
Market Analysis	15 points	C+	77 – 79 points
Account Management Project	25 points	C	72 – 77 points
Advanced Sales Event	20 points	C -	69 – 72 points
		D	60 – 69 points
		F	Below 60 points
Total	100 points		

Assignments and Activities:

Pre-Assessment

The pre-assessment will occur in the first 30 days of the class on each Thursday. This assessment includes the following measurements of your sales skills:

- 20% Spell Sell Score from 8/29 class session
- 20% Needs Assessment Submission from 9/5 class session
- 30% Hormel Product Role Play from 9/12 class session
- 30% Tom James Product Role play from 9/19 class session

Ride Along

You will identify a salesperson with whom you are to spend at least four hours in the field making sales calls. You must first determine if this is a company that will let you go on and observe sales calls; ***I will not accept interviews of salespeople.*** I highly recommend that you find someone in an industry in which you would like to work. You will “prospect” for your salesperson on your own using whatever prospecting methods you have learned from MKT 3330 or your personal experience – I recommend you get started now because this project can take significant time and can be difficult to arrange. You should make calls with the salesperson that represent different stages of the funnel, which means that you will make several calls with the salesperson. You need to provide me with the salesperson’s business card. I will follow-up with your salesperson.

Sales call reports: You must provide call reports for each sales call you observe (you may combine several “cold calls” or prospecting calls into one report). The call report should contain: (1) customer name, (2) type of call (prospecting, needs identification, presentation or closing for the sale, follow-up or account maintenance), (3) objectives of the call, (4) summary of the results of the call, and (5) future strategy for the account. These are due by the end of November and worth 5% of the final grade.

Note: you must get approval from me regarding the company you will use AFTER you have confirmed with them that you can make sales calls with their salespeople.

Student Follow-up Score:

Our advisory board has indicated recently that sales programs need to teach professional skills including how to appropriately communicate with clients in a timely manner. Therefore, my TA, my Admin, and I will track your 48-hour follow up percentage. Most leads in sales are dead within 2 days, so it is essential that you learn to follow up on messages from your clients. We will provide two scores, percent answered within 2 working days (48 hours) and speed (how quickly), with only the first component used in grading. We hope this score will be something that you are able to use in your recruitment process.

Class Participation:

See statement of Professionalism.

Market Analysis

You will be assigned to perform a professional level market analysis that will be used in your competition. This analysis is to be completed by Oct 17th with the goal of using visuals from your submission in your Advanced Role Play event on Oct 24th. More information will be provided via E-learning.

Advanced Sales Event

All advanced sales students will participate in our Advanced Sales Event on Oct 24th. Based on your scores from your pre-assessment, you will be assigned your product and case to prepare for that event. Industry professionals will use competition-judging criteria to evaluate you.

This event includes a pre-event breakfast with program sponsors and an after event lunch with judges. You are also advised to make arrangements in your schedule to be available for interviews on both Oct 24th and Oct 25th throughout the day! There will also be several recruitment dinners on Oct 23rd, 24th, and 25th.

Account Management Project

Each student will be placed in a team with three other students in the class. Each team will be provided a territory of clients to work with during the semester. Each team will be responsible to be the corporate liaison for this company and our sales program. Each team will also be given goals to obtain with regard to their territory including the following:

- 1) Co-ordinate company attendance at sales program events throughout the semester with a focus on Advanced Sales Event, Rookie Preview, and Awards Dinner.
- 2) Follow up with all inbound leads provided by the program with a goal to have inbound lead learn more about the program and attend one event during the semester.
- 3) Initiate interest in the program via prospecting for new companies based on territory leads from the Russell 2000, D&T Fast 500, and other lists.
- 4) Successfully obtain commitment for tables at Awards Dinner or scholarship commitments based on assigned team quota.

More details will be forthcoming by the second week of class via E-learning.

Statement of Professionalism

The success of this course and the value received by each student will greatly depend on each student being fully prepared to make their contributions as scheduled and to attend every skills exercise and discussion. The only way to receive a poor or failing grade in this course will be to neglect your professional responsibilities to the members of the class. In professional selling, there are no “Make-ups”. Once an opportunity is missed it is gone forever.

THE ONLY ACCEPTABLE EXCUSE FOR MISSING ANY ASSIGNMENT OR EXERCISE IS A HOSPITAL ADMISSION DOCUMENT OR A NOTE SIGNED BY A LICENSED MEDICAL PRACTITIONER STATING THAT YOU WERE PHYSICALLY UNABLE TO ATTEND THE SESSION. A note showing you visited a medical office results in a zero for the missed session or assignment.

UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University’s policies and procedures segment of the course syllabus.

Please go to <http://go.utdallas.edu/syllabus-policies> for these policies

These descriptions and timelines are subject to change at the discretion of the Professor.