



Course MKT 3330.002 “Sales and Sales Management”
(Introduction to Professional Sales)
Section 89940
Professor Semiramis Amirpour
Term Fall 2013
Meetings M/W 10:00-11:15a.m., JSOM 2.722

Professor’s Contact Information

Office Phone TBA
Office Location TBA
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Office Hours Mondays and Wednesdays 11:30-12:30p.m. or by appointment.
Other Information E-mail would be the best form of communication.

General Course Information

Pre-requisites, Co-requisites, & other restrictions Course Pre-requisites include BA 3365, Math 1236 and Math 2333

Course Description This course is the 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:

- 1) Identify and personally develop the foundational attributes required to build successful professional selling relationship.
- 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” 3rd Edition by Ingram/ Avila/ Schwepker/ Williams, Southwestern 2013

Assignments & Academic Calendar

Tentative Schedule (subject to change at the discretion of the instructor)

Please check the E-Learning on regular basis as I update the Calendar portion all the time to put down the exact dates for different assignment and activities.

8/26	Introduction/ Networking	
8/28	Overview of Personal Selling	Ch# 1
9/2	Labor Day	NO CLASS
9/4	Overview of Personal Selling	Ch# 1
9/9	Building Trust and Sales Ethics	Ch# 2
9/11	Building Trust and Sales Ethics	Ch# 2
9/16	Understanding Buyers	Ch# 3
9/18	Understanding Buyers	Ch# 3
9/23	Communication Skills	Ch# 4
9/25	Communication Skills	Ch# 4
9/30	Communication Skills	Ch# 4
10/2	Review for Exam I/ Role play	
10/7	Exam I (Ch# 1,2,3,4)	
10/9	Planning Sales Dialogues and Presentations	Ch#5
10/14	Planning Sales Dialogues and Presentations	Ch#5
10/16	Strategic Prospecting and Preparing for Sales Dialogue	Ch# 6
10/21	Major Individual Assignment Due: Needs Assessment Video	
10/23	Strategic Prospecting and Preparing for Sales Dialogue	Ch# 6
10/28	Sales Dialogue: Creating and Communicating Value	Ch# 7
10/30	Sales Dialogue: Creating and Communicating Value	Ch# 7
11/4	Addressing Concerns and Earning Commitment	Ch# 8
11/6	Addressing Concerns and Earning Commitment	Ch# 8
11/11	Speaker Panel	
11/13	Addressing Concerns and Earning Commitment	Ch# 8
11/18	Review for Exam II	
11/20	Exam II (Ch#5,6,7,8)	
11/25	Happy Thanksgiving	NO CLASS
12/2	Opportunity for role-play	
12/4	Opportunity for role-play	
12/9	Final Paper Due	

12/11	Final opportunity for role-play	
R 12/12	Reading Day	NO CLASS

Course Policies

Grading (credit) Criteria	Exam I	10%
	Exam II	10%
	Major Assignments	40%
	<u>Class Participation/Role plays/activities</u>	<u>40%</u>
	<u>Total Points</u>	<u>100%</u>
	97.9-100%	= A+
	93.9-97.8 %	= A
	89.9-93.8%	= A-
	87.9- 89.8%	= B+
	83.9-87.8%	= B
	79.9-83.8%	= B-
	77.9-79.8%	= C+
	73.9-77.8%	= C
	69.9-73.8%	= C-
	67.9-69.8%	= D+
	63.9-67.8%	= D
	59.9-63.8%	= D-
	<u>And below 59.9% is failing</u>	
	<u>Note: Failure to submit a Final Project or Videos will result in an automatic 'F' as a grade for this class.</u>	
Late Work	All the assignments are due at the beginning of the class; NO late assignment will be accepted.	
Exams	All Exams are closed booked, closed note, and proctored in the classroom.	
Major Assignment	A <u>Need Assessment Video</u> worth 20% needs to be submitted by the indicated date. A case will be provided from previous national competitions.	
	<u>Network Development Assignment</u> worth 20% of your total grade. For this project you are required to conduct 7 informal interviews with people from two targeted industries. This in turn should lead to 2 to 3 mentors in each field of interest. More details will be provided for the written portion of this assignment.	
Special Assignment	There will be an optional final role play event worth 10%. You will be required to submit a video role-play using the case provided to a live buyer and live evaluation. <i>These videos will be graded using National Collegiate Sales Competition grading</i>	

	<i>sheet. More details will be provided in a later date.</i>
Class Attendance and Participation	<p>Attendance is essential and will be taken throughout the semester.</p> <p>Participation is a major part of your grade in this class. A large portion of our class sessions will be either a discussion or a role playing exercises followed by discussion.</p>
Classroom Citizenship	<ol style="list-style-type: none"> 1) Come to class on time. 2) Attend class regularly. 3) Turn of all cell phones. 4) Keep up with the assigned readings. 5) Be polite and respectful to your fellow classmates and your instructor. 6) Participate in class discussions.
UT Dallas Syllabus Policies and Procedures	<p><i>The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.</i></p> <p>Please go to http://go.utdallas.edu/syllabus-policies for these policies.</p>

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