



Course MKT/ENTP 6383, Professional Sales II
Professor Dr. Keith Thurgood
Term Fall 2016
Meetings Thursday 7:00-9:45 PM in JSOM 2.901

Professor's Contact Information

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Office Hours 6:00 – 7:00 PM Monday, 3 PM Wednesday
Other Information Grading questions are generally best addressed in person during office hours. I intend to respond to all student communication by the end of the first business day after receipt of the e-mail messages. I prefer that students use my utdallas.edu contact information.

General Course Information

**Pre-requisites,
Co-requisites, &
other restrictions** None

Course Description

This course uses a case based experiential approach to learning the sales process. Advanced approaches used in business mid-market to enterprise and government sales will be introduced. Students will explore inside sales, outside sales, request for information and request for proposal methods of account acquisition and management. This course will focus on both products and services in the later stage of the product lifecycle. Students will practice multi-visit role-plays in a team sales setting with existing partners of the JSOM Center for Professional Selling. This course, along with, Professional Sales I, are specifically designed for learning and developing sales techniques.

Learning Outcomes

1. To identify and personally develop the foundational attributes required to build professional selling relationships with an emphasis on enterprise and government sales.
2. To identify the tools and methods used by sales professionals to initiate, develop, and enhance customer relationships including the Challenger and Miller Heiman Models.
3. To experience the process of developing customer relations in a team sales environment.
4. To actively initiate sales prospecting and needs assessment for a complex enterprise level sale with a real product in the marketplace.
5. Understand the drivers of sales performance

Required Texts & Materials

Required Texts, Readings, & Materials	The Challenger Sale by Dixon and Adamson, Portfolio 2011. ISBN 978-1-59184-435-8 New Strategic Selling by Miller and Heiman, Business Plus. 1998. ISBN 978-0-446-69519-0
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Assignments & Academic Calendar

[Topics, Reading Assignments, Due Dates, Exam Dates]

Aug 25

INTRODUCTION: Review syllabus, introductions, course overview. Sales lab
Activity: Two - minute speed sell
Discussion: The State of Sales Today; Challenger Chapter 1 and 2.

Sep 1

Miller Heiman Basics
Activity: Introduce SPIN and ADAPT Models / Workshop 1 MH in class
Discussion: Managing the number / Sales activities / Understanding business results; Miller Heiman Chapters 1-3
Assign Teams

Sep 8

LABOR DAY: NO CLASS

Sep 15

ENTERPRISE LEVEL MODELS
Discussion: MH chapter 4, Challenger chapter 3 Introduce MH and Challenger Model

Sep 22

GROUP MEETINGS and ONLINE ACTIVITIES
Activity: Fact-finding; research; industry trends; Product learning (Sales Navigator)

Sep 29

BUYING INFLUENCES and TEACHING FOR DIFFERENTIATION
Activity: Work shop #2 in class and submitted via elearning
Discussion: MH Chapter 5, Challenger Chapters 4 and 5.

Oct 6

TAILORING FOR RESPONSE
Activity: Workshop #3 in class and submitted via e learning
Discussion: Challenger Chapter 6 and MH chapters 6-7

Oct 13

THE FOUR RESPONSE MODES
Activity: Workshop #4 in class and submitted via e-learning
Discussion: MH Chapter 8 (role plays in class)

Oct 20

Team Strategy Session – Meet as teams

Oct 27

COACHING MODULE 1/Role Play

Activity: Guest Lecture: The Challenger Process : Key Learnings

Discussion: Challenger chapter 8; Managers /Leaders / Actions to Improve

Nov 3

TAKING CONTROL OF THE SALE

Activity: Workshop #5 in class, submitted via e learning

Discussion: Challenger chapter 7, MH chapters 9-10.

Nov 10

NetSuite Group Review / Sales Lab Practice

Nov 17

GETTING THE COMPLEX DEAL DONE!

Activity: Review final strategies / role plat; Workshop #6 and 7 in class and submitted via e-learning

Discussion: MH chapters 11-12Managers /Leaders / Actions to Improve

Nov 21-25

NO CLASS / THANKSGIVING BREAK

Dec 1

GROUP REPORTS

Activity: Individual and Team Presentations / Rookie

Dec 8

Preview Discussion

FINAL PRESENTATIONS (as needed) / Rookie

Preview

Activity: Individual and Team Project Presentations

Dec 9-15

FINALS WEEK / Additional Presentations if needed

Note: Schedule is tentative and is subject to change via announcement in class or via other electronic means.

Course Policies

Grading (credit) Criteria	Group Assignments: 40% Individual Assignments: 40% Class Participation: 20% Details on each assignment noted here. I intend to review this during the first class and negotiate with you on approach and changes so that we achieve maximum value. 1. Major Group Project (40%): Our corporate partner is NetSuite. The first part of the project is centered around prospecting (15%). As part of the
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	<p>class, NetSuite will send a sales manager or executive to meet with each team. Prior to this visit, each student in your group will complete an appropriate call plan document for two companies. Your team will evaluate the validity of each prospect during our NetSuite visit. You may, as a matter of course, consult with other knowledgeable leaders in the sales management area, but the work must be your own. These are due (uploaded) in E-learning at the beginning of the class period. competition criteria. The second part of the group project is centered around the needs assessment meeting (25%). Each group will contact the most viable companies from the call plan exercise and invite one company to have a needs assessment call on campus during the last week of class in the sales lab. This needs assessment call will be evaluated during the Fall Rookie Preview event on TBD.</p> <p>2. Individual Assignments (40%): There are two components to this assignment. The first part is creating the Miller Heiman workshop bind (15%). Based on the calendar provided on e-learning, each student will submit their updated Miller Heiman workshop binder for each Miller Heiman workshop completed in class using the NetSuite project as your potential customer. The second part of this assignment is designed to develop your skills associated with the Challenger sales method (25%). There are two opportunities to complete this portion of the individual assignment: Challenger Sale Rookie Preview or Challenger Sales Report.</p> <p>A. Challenger Sales Rookie Preview: Each student will have the unique opportunity to compete in the Challenger Model rookie preview competition. You will be given 15 minutes to move your client to the next logical step in the sales process using the Challenger Model methodology. You will be selling the “Sales Navigator” product line from LinkedIn.com to an existing sales organization during the live even Rookie Preview, scheduled for TBD (most likely in early December).</p> <p>B. Challenger Sales Report: For those who are unable to participate in the Rookie Preview event or would prefer an alternate project, you may interview at least three sales organizations that currently use the Challenger Model as part of their sales training or sales process. As defined in e-learning, you will compare and contrast the use and effectiveness of this model in a 5-10-page paper.</p> <p>3. Class participation (20%): This course is a sales class. Just as in real life, when an appointment is missed, it is gone! There are no make ups. On occasion your employment or life may require you to miss your scheduled commitment to attend class. Professional courtesy would suggest that you inform other parties (the professor and other group members) when you are going to be late, leave early, or if you are unable to attend. Your presence at all classes is essential and I am unable to “recreate” the learning environment during most class participation activities. Therefore, missing a class will affect your grade. I expect relevant, informed, and insightful comments from you and your groups. Therefore, preparing for the class <u>before</u> the class is a critical element of learning. Class participation points will be awarded for attendance, participation in guest lectures and the following activities: case studies; Role Play activities; any other scheduled activities in class or online.</p>
	None
Extra Credit	None
Late Work	Late work will not be accepted
Special Assignments	TBD
Class Attendance	Class participation is a graded portion of the class. See the grading criteria noted earlier.

Classroom Citizenship	I expect all students to be respectful of diverse thoughts and communication and adhere to the UTD policies and guidelines.
Comet Creed	<p><i>This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:</i></p> <p><i>“As a Comet, I pledge honesty, integrity, and service in all that I do.”</i></p>
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><i>Please go to http://go.utdallas.edu/syllabus-policies for these policies.</i></p>

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