



Course **MKT 4332.001 “Advanced Professional Sales”**
Section 83423
Professor Semiramis Amirpour
Term Fall 2016
Meetings T/R 10:00 a.m.-11:15 a.m., JSOM 2.803

Professor’s Contact Information

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Office Hours By appointment only.
Other Information E-mail would be the best form of communication.

General Course Information

Pre-requisites, Co-requisites, & other restrictions MKT 3300, MKT 3330 and BCOM 3311 or ACCT 3311 and Professor’s permission via Application to Center for Professional Sales

Course Description

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

Learning Outcomes

Upon completion of this course, students will be able to:

- 1) Show intermediate level skills to assist a buyer from the early part of their journey to the sales call including: social selling, lead development, and lead management.
- 2) Show intermediate level ability to use key technologies in lead development and lead management including: linkedin.com, salesforce.com and other sales stack technologies.
- 3) Show intermediate to advanced level sales meeting skills including: Needs Assessment, Presentation, Earning commitment, and Objection Handling
- 4) Show intermediate level ability to analyze simple and complex sales objectives and develop a appropriate strategic options to obtain those objectives.

“Sell” 4th Edition by Ingram/ Avila/ Schwepker/ Williams, Southwestern 2013

The Challenger Sales by Dixon and Adamson, CEB 2011. ISBN 9778-1-59184-435-8

The Challenger Customer by Adamson, Dixon, Spenner and Toman, CEB 2015. ISBN 978-1-59184-815-8

**Suggested Materials
(Note: You should own the highlighted books as a sales professional)**

New Strategic Selling by Miller and Heiman, Business Plus. 1998 ISBN 978-0-446-69519-0

Suggested Software Systems:

Salesforce.com and Hire Vue for role plays.

LinkedIn and Salesforce for Lead Development Role

	<p>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.</p> <p><u>This course requires student attendance at several events outside the scheduled class.</u></p> <p>Events are listed on the calendar and students should plan accordingly to arrange their schedules to participate in these events.</p> <p>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 and may be shown to corporate partners.</p>
Methodology:	<p>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 models.</p> <p>Social Selling and the use of LinkedIn is highly recommended, and is a major factor for successful completion of various tasks and events.</p> <p>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</p>

	<p>evaluated sales skills.</p> <p>Top students from this course may be selected to represent the University at nationally held competitions in the current or future semesters.</p>
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Lecture Recordings Any video/audio recording of the class lectures and material could take place solely after a written permission has been issued by the professor.

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.

T 8/23	Meet and Greet/ Course Overview	
R 8/25	Value Proposition/ Call to Action/ Review of Social Selling Concept and Pre-event Communication	Speed Sell Preparation
T 8/30	Speed Sell*	Various corporate Guests/ Lunch RSVP Required/ Partner Workshop Availability
R 9/1	Need Assessment Review (Focus: Salesforce.com B2B)	
T 9/6	8-10 minutes Salesforce.com B2B Need Assessment Video Submission due by 1:00 PM	
R 9/8	Product Presentation, Handling Objections, Earning Commitment	
T 9/13	SalesForce Full Sales Call Role Play 15 minutes B2B	* Peer in Sales Lab
R 9/15	Live Selling Review/ Buying Signals/ Building the Close	
T 9/20	Hire Vue 20 minutes Role Play	* Partner Workshops
R 9/22	Team Formation/ Salesforce Training	Andrea will be in class
T 9/27	Lead with Insight/ Challenger Sales Model Discussion	From Facts to my POD Lead
R 9/29	Relevancy and Engagement/ Visual and Demos	Powerful Presentations

T 10/4	Objection Mapping/ Advanced Closing	Handling Objections
R 10/6	Guest Speaker	
T 10/11	Banking Buckets/ Value Creation	Advanced Closing
R 10/13	Advanced Skills: Negotiations I	
T 10/18	Coaching for Success/ Liberty Mutual	
R 10/20	Reverse Job Fair Prep	
T 10/25	Coaching for Success/ Role Playing Hire Vue	Team Status Reports I
R 10/27	Pro Sales Challenge	* Affiliate Warm-up Call 8:30-11:00 AM * Reverse job Fair: 12:30-3:30 PM Set Up @ 11:00 AM * Round 1 RP: 3:30-7:00 PM in Sales Lab * Preferred Sponsor Networking at Main Event 7:00 – 9:30 PM
F 10/28	Pro Sales Challenge	* Alumni Breakfast 7:00-8:30 AM * Final Round: 9:00 AM- 12:00 Noon in Sales Lab * Networking and Awards Lunch: 12:00-1:30 PM
T 11/1	Workshop: Final Project Success/ Developing a Play Book	
R 11/3	Recruiting or Ride Along Day	
T 11/8	Advanced Skills: Negotiations II	
R 11/10	Coaching for Success/ Miller Heiman I	Team Status Reports II
T 11/15	Guest Speaker	
R 11/17	Challenger Sales I/Coaching for Success/ Closing the Deal	
T 11/22	HAPPY THANKSGIVING	NO CLASS
R 11/24	HAPPY THANKSGIVING	NO CLASS
T 11/29	Final Status Report for Rookie Preview Teams Andrea does Walk Through	Team Status Report III
R 12/1	Exit Interviews or Ride Along Day	
F 12/2	ROOKIE PREVIEW*	* All Day Team coverage required Award Dinner: 7:00-8:30 PM All Students are Required to Attend
Finals Week	Exit Interviews	

* Indicates Mandatory Attendance

Course Policies

Grading (credit) Criteria	Pre-Assessment	15%
	Ride Along Write Up	5%
	Follow Up Score	20%
	Live Sales Project	30%
	<u>Advanced Sales Events</u>	<u>30%</u>
	<u>Total Points</u>	<u>100%</u>
	97.5-100%	= A+
	93.5-97.4 %	= A
	89.5-93.4%	= A-
	87.5- 89.4%	= B+
	83.5-87.4%	= B
	79.5-83.4%	= B-
	77.5-79.4%	= C+
	73.5-77.4%	= C
	69.5-73.4%	= C-
Class Attendance and Participation	67.5-69.4%	= D+
	63.5-67.4%	= D
	59.5-63.4%	= D-
	<u>And below 59.5% 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>	
Assignments/ Activities/ Pre-Assessment	Attendance is <u>mandatory</u> and will be taken at the beginning of every single class. You are allowed one absence and starting with the 2 nd absence, each additional absence will result in a 5% grade reduction. A large portion of our class sessions will be either a discussion or a role playing exercises followed by discussion, therefore, attendance and participation is highly encouraged.	
	The pre-assessment will occur in the first 30 days of the class and it is 15% of your overall grade. This assessment includes the following measurements of your sales skills:	
	30% Speed Sell Score 30% Salesforce Needs Assessment and Salesforce Full Role Play (averaged) 40% Role Play Hire Vue	
Ride Along	You will identify a salesperson with whom you are to spend at least <u>four hours</u> in the field making sales calls. You must first determine if this is a company that will let you go out and observe sales calls; I will not accept interviews of	

	<p>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 prospecting methods you have learned from MKT 3330 or your personal experience – I recommend you get started now, as this project can take significant time and can be difficult to arrange.</p> <p>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.</p> <p><u>Sales call report:</u> 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:</p> <ul style="list-style-type: none"> (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 (5) Future strategy for the account. <p>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.</p>
Follow-up Score	<p>Our advisory board has indicated that sales programs need to teach professional skills including how to appropriately communicate with clients in a timely manner.</p> <p>Therefore, my TA, the center coordinator, account managers, and I will track your 24-48-hour follow up percentage. Every time you are asked to respond/communicate to anything the same role applies, and refusal to do so will result in grade reduction.</p> <p>Most leads in sales are dead within 2 days, so it is essential that you learn to follow up on messages from your clients. Therefore, you must provide proof of follow up after every interaction with our corporate guests.</p>
UT Dallas Pro-Sales Challenge	<p>All advanced sales students will participate in our UT Dallas Pro-Sales Challenge scheduled for October 27th and 28th. Industry professionals will use competition-judging criteria to assess your skills in several areas.</p> <p><i>This event includes 6 activities including Reverse Job Fair, Affiliate Warm-Up Call, Round 1 Role play, Final Round Role play, and a networking Lunch with corporate partners and judges on day 2. It is expected that you will be available for this unique event from 8:00 AM October 27th to 1:30 PM October 28th during the hours of the event. Please make the appropriate arrangements to join this on-campus competition.</i></p>
Final Project	<p>One of the highlights of our sales program is the live selling component of each class. The goal is to give you a real selling opportunity, which will in turn help you prepare for your future position in sales. The class project for this class is structured as a Lead Development (Sales Development) Representative (LDR)</p>

	<p>function. In the field, LDRs develop leads for their respective account teams in the company. To better understand this role, you will be assigned to support two account managers from the Center for Professional Sales.</p> <p>Grades for this project are based on percent of quota attained and a reflective document describing all that was done to obtain the quotas assigned.</p> <p>Each student will have the following areas of responsibility for their selling project:</p> <p>1. *Rookie Preview Judges: (Assigned Quota: 5 Judges, with at least 2 per each session) The Center for Professional Sales will provide each student with an allotment of existing sales leads from inbound and outbound efforts in previous semesters. Students are to provide five judges to the Rookie Preview event on December 2nd. Judges will only count towards quota if they attend and judge a full session of the event. You are asked to assist during at least one session of Rookie Preview as part of this project.</p> <p>2. *Lead Development: (Assigned Quota: 3 qualified leads for Sales Executive Round Table and/or Sales Program sponsorship) This project will require students to identify sales leadership in the DFW market or South Eastern Region of the country. Students are to identify, contact, and engage sufficient sales executives to provide 3 leads to their assigned account manager for the Sales Executive Round Table or the Sales Program.</p> <p>* It is very unlikely that a student will achieve the stated quota without developing additional leads for this project. Student who are not enrolled in MKT 4331, Digital Prospecting, are encouraged to enroll in this class concurrently or to team up with students from the prospecting course. This project will require extensive planning from the start to the end of the semester.</p> <p>* You must turn in 1-2 pages report summarizing and justifying your actions as a LDR.</p>
Extra Credit (Max 15%)	<p>The average grade in this class in past semesters has been a low B or high C. While some students will be able to get an A from their simulated selling and live selling experiences, you are encouraged to participate in the following extra credit activities.</p> <p><i>1) Full Day participation in Rookie Preview (5%)</i></p> <p><i>2) Minimum of 5 hours commitment a week prior to Fall Rookie Preview to role play with students from MKT 3330 classes (up to 5%)</i></p> <p><i>3) Advanced Sales Conversion Project: (up to 10%)</i></p> <ul style="list-style-type: none"> o Assigned to one MKT 3330 class o Identify prospects for MKT 4332 and USCA certification o Assist Class in preparing for Rookie Preview o Percent of Extra credit is determined by percent of students who enroll in MTK 4332 from your assigned class <p><i>4) Missionary Selling and Quota for MKT 3330 classes (up to 10%)</i></p>

	<p>o Commit to presentations to at least 200 people during the semester ! Some classes are expecting a visit ! Class visits are coordinated with TA</p> <p>o Obtain at least 5 students for future MKT 3330 classes, with at least 75% for the upcoming Spring and Summer Semesters.</p> <p>o Obtain at least 3 USCA qualified applications for future students interested in the program. (Can be freshman, sophomores, or transfer students).</p> <p>Students are allowed to choose all options, but must choose options 3 & 4 early in semester. Extra credit points will be awarded based on both activities and quota attainment with 60% based on activities and 40% on quota attainment. Those students seeking a high grade in this class are strongly encouraged to at least 2 options. Specific details of each option and related activities will be provided within the first 30 days via e-learning.</p>
Statement of Professionalism	<p>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".</p> <p>Once an opportunity is missed 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.</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>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.