Course	**MKT 4332** **Advanced Sales**
Department	**Marketing, Jindal School of Business**
Term	**Fall 2016**
Meetings	**T/Th 2:30 – 3:45 PM in JSOM 2.802**

Professor's Contact Information

Name	**Dr. Howard F. Dover**
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Office Location	**JSOM 13.511**
Email Address	**Howard.Dover@utdallas.edu**

Communication Preference	**Grade Discussions:** Grading questions are generally best addressed in person during office hours. Due to the confidential nature of the subject, discussion of grades during class, after class, or before class will be discouraged.
Response to student communications	*Mon – Friday:* It is my intention to respond to all student communication by the end of the first business day (by 10:00 P.M.) after the receipt of e-mail messages or E-Learning posts. *Weekend/Holiday:* Under normal circumstances, I intend to respond to student communication by the end (by 10:00 P.M.) of the first business day after the weekend or holiday. ***These statements represent my intention to provide prompt response to student communication but do no convey any guarantee.***
Office Hours	Tu/Th 12:00 – 2:00 PM or by appointment (Appointments strongly recommended via time trade: https://www.timetrade.com/book/YCY8R)

General Course Information

Pre-requisites & Corequisites	MKT 3330 and program consent required.
Course Description	This course covers advanced personal selling skills, practices and programs. Emphasis will be placed on sales, presentations, demonstrations and relationship-building skills.
	Upon completion of this course, students will be able to:

Course Objectives	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 appropriate strategic options to obtain those objectives.
Suggested Materials (Note: You should own the highlighted books as a sales professional)	"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** **New Strategic Selling by Miller and Heiman, Business Plus. 1998 ISBN 978-0-446-69519-0** *Suggested Software Systems:* Access to salesforce.com and Hirevue.com for role plays and projects Linkedin for Sales Project

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 at 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.

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.

Methodology:

This course will use a combination of seminar style and learning by doing. Cases from corporate partners 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.

Student skills will be measured at the start and end of the semester in the areas of social selling, 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 competitions in the current or future semesters.

Academic Calendar

Date		Tuesday	Thursday
Aug 23/25	1	Introduction: Skill Development (SD) Value Proposition Call to Action	SD: Social Selling I Linkedin 101
Aug 30/ Sep 2	2	Skill Assessment (SA) *Speed Sell/Social Selling **Various Guests** **Lunch RSVP Required**	Live Selling Overview SD: Need Assessment Review
Sep 5	**(SA)**	**Salesforce.com B2B Needs Assessment Video Submission due by 10:30 AM**	
Sep 6/8	3	SD: Need Assessment Review Decision Process MH Buying Influences I Focus: SFDC & HireVue B2B	SD: Presentation, Earning Commitment, Handling Objections ***(RT: Jill Konrath 7:00 PM)***
Sep 13/15 SC/USCA	4	SA: Salesforce.com Role Play 15 minutes B2B *** Peer in Sales Lab**	Peer Lab Practice Session Salesforce.com Training
Sep 20/22	5	SA: Partner Workshops* 20 minute Role Play Focus: HireVue	Live Selling Review Salesforce.com CPS Live Prospecting I

Sep 27/29	6	Team formation SD: Listening Skills Goals	SD: From Facts to my POD Lead with Insight
Oct 4/6 Dreamforce	7	SD: Social Selling II Flipped Format Class	SD: Prospecting II Guest Lecture
Oct 11/13	8	SD: Powerful Presentations Relevancy and Engagement Visuals and Demos	SD: Handling Objections Objection Mapping Advanced Closing ***(RT Jason Jordan 7:30 PM)***
Oct 18/20 GNW	9	SD: Advanced Closing Banking Buckets	**Lab Practice Sessions**
Oct 25/27	1 0	SD: Negotiations I Moving from Prospect to Meeting	**Pro-Sales**
Oct 27th	**(SA)**	*** Affiliate Warm up Call: 8:00 AM – 11:00 AM** *** Reverse Job Fair: 12:30 – 3:30 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**	
Oct 28th	**(SA)**	***Alumni Breakfast 7:00 – 8:30 AM FS Dinning** ***Final Round: 8:00– 11:30 AM in Sales Lab** ***Networking and Awards Lunch 11:30 AM – 12:30 PM**	
Nov 1/3 ICSC	11	Workshop: Final Project Success Goals II Sales Development Playbook II	Ride Along/Interview Day ICSC
Nov 8/10	12	Team Status Report I Coaching for Success (SD) Personality Profiles	SD: The Customer Journey Challenger Customer
Nov 15/17	13	(SD) Advanced Skills: Negotiations II	Team Status Reports II Coaching For Success (SD)
Nov 21/25		Winter Break	
Nov 29/ Dec 1	14	Final Status Report For Rookie Preview Teams Andrea Does Walk Through	Exit Interviews
Dec 2	Rookie Preview: All day - *Rookie Preview Team coverage required Awards Dinner: 7 – 8:30 PM All students are requested to attend		
Dec 6	15	Exit Interviews	Reading Day
Finals Week		Exit Interviews	

* Indicates Mandatory attendance.

Grade Determination

Pre-Assessment	15 points	A	90 – 100 points
Ride Along Write Up	5 points	B+	87 – 90 points
Students Follow Up Score	20 points	B	82 – 87 points
Live Sales Project	30 points	B-	79 – 82 points
Advanced Sales Event	30 points	C+	77 – 79 points
		C	72 – 77 points
		C -	69 – 72 points
		D	60 – 69 points
		F	Below 60 points
Total	100 points		

Class Participation/Attendance Policy

The nature of this course requires your attendance at every class session. Students will be provided with one allowed absence for this class. Starting with the 2nd Absence, each additional absence from class will result in a 5% grade reduction.

Assignments and Activities:

Pre-Assessment

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

30% Spell Sell Score
30% Salesforce Needs Assessment & Full Role Play (Average Score)
40% Role Play HireVue

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 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.

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.

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 that sales programs need to teach professional skills including how to appropriately communicate with clients in a timely manner. Therefore, my TA, the center coordinator, account managers, 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.

UT Dallas Pro-Sales Challenge
All advanced sales students will participate in our UT Dallas Pro-Sales Challenge scheduled for Oct 27th and 28th. Industry professionals will use competition-judging criteria to assess your skills in several areas.

This event includes 7 activities including Affiliate Warmup, Reverse Job Fair, Round 1 Role play, Alumni Breakfast, 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 Oct 27th to 1 PM Oct 28th during the hours of the event. Please make the appropriate arrangements to join this on-campus competition.***

Final Project

One of the hallmarks of our sales program is the live selling component of each class. The class project for this class is structured as a Lead Development (Sales Develop) Representative (LDR) 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 account managers from the Center for Professional Sales. Each student will have the following two areas of responsibility for their selling project:

> **1. <u>*Rookie Preview Judges:</u> (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. <u>You are asked to assist during at least one session of Rookie Preview as part of this project.</u>**
>
> **<u>2. *Lead Development:</u> (Assigned Quota: Set 3 Introductory Meetings for Account Managers to discuss 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 appointments to their assigned account management team for the Sales Executive Round Table or the Sales Program.**

*** It is very unlikely that a student will achieve the stated quota without developing additional leads for this project. This project will require extensive planning from the start to the end of the semester.**

*** You must turn in 1-2 pages report summarizing and justifying your actions as a LDR.**

Extra Credit (20 % maximum)

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.

Option 1: Full Day participation in Rookie Preview (5%)

This option can be selected by committing to the Center Coordinator two weeks prior to Rookie Preview. Please note, you are asked to attend one session of Rookie Preview as part of your sales quota.

Option 2: Advanced Sales Conversion Project: (up to 10%)

This option will require you to join a team during the first 30 days of class and commit to working with a MKT 3330 professor to prepare their students for Rookie Preview and assist the Recruitment Account Manager and Center Coordinator by setting appointments with potential sales students to obtain greater than 20% conversion of your assigned class to take Advanced Sales next semester.

Option 3: Missionary Selling and Quota for MKT 3330 classes (up to 10%)

This option will require you to join a team during the first 30 days of class and commit to being a member of the Sales Student Board of Director's Recruitment Committee. As a member of this committee you will work to develop awareness of sales classes and the sales program across campus via classroom visits, campus activities, and social selling. Your specific objective is to fill all seats of the MKT 3330 classes in the next semester and obtain applications of students who want to join the sales program.

Students are allowed to choose all options, but must choose options 2 & 3 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.

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

THE ONLY ACCEPTABLE EXCUSE FOR MISSING ANY ASSIGNMENT OR EXERCISE IS A HOSPITAL ADMISSION DOCUMENT OR A NOTE SIGNED BY A LICENSED MEDICAL PRACTICIONER 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.