



Course MKT 3330.001 “Sales and Sales Management”
(Introduction to Professional Sales)
Section 83428
Professor Stu Schlackman
Term Fall 2016
Meetings T/R 8:30 a.m.-9:45 p.m., JSOM 2.802

Professor’s Contact Information

Office Phone 214-435-9758
Office Location JSOM 3rd floor lounge area
Email Address Stu@stuschlackman.com
Office Hours Call when it’s convenient.
Other Information E-mail or call anytime

General Course Information

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

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” 5th Edition by Ingram/ Avila/ Schwepker/ Williams, Southwestern 2015

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	
R 8/25	Syllabus	
T 8/30	Overview of Personal Selling/ history of Sales/ Dress Code	Ch# 1
R 9/1	Overview of Personal Selling/ Quiz Ch#1/ due Case and Role Play discussion	Ch#1
T 9/6	SalesForce Case	
R 9/8	Building Trust and Sales Ethics/ Quiz Ch #2 due	Ch# 2
T 9/13	Building Trust and Sales Ethics	Ch# 2
R 9/15	Understanding Buyers/ Quiz Ch# 3 due	Ch# 3
T 9/20	Chally Assessment Discussion	
R 9/22	Communication Skills/ Quiz Ch#4 due	Ch# 4
T 9/27	Communication Skills	Ch# 4
R 9/29	Guest Speaker/ Chally Assessment Due	
T 10/4	Role Play	
R 10/6	Strategic Prospecting and Preparing for Sales Dialogue/ Quiz Ch#5 due	Ch# 5
T 10/11	Strategic Prospecting and Preparing for Sales Dialogue	Ch# 5
R 10/13	Major Individual Assignment Due: Needs Assessment Video	The videos must be submitted by 11:59 p.m.
T 10/18	Planning Sales Dialogues and Presentations / Quiz Ch#6 due	Ch# 6
R 10/20	Planning Sales Dialogues and Presentations	Ch# 6
T 10/25	Sales Dialogue: Creating and Communicating Value/ Quiz Ch#7 due	Ch# 7
R 10/27	Role Play	
T 11/1	Addressing Concerns and Earning Commitment/ Quiz Ch#8 due	Ch# 8
R 11/3	Networking Assignment Work Day	No class
T 11/8	Addressing Concerns and Earning Commitment	Ch# 8
R 11/10	Opportunity for role-play	
T 11/15	Expanding Customer Relationships/ Quiz Ch#9 due	Ch# 9

	<p>role plays will make up 20% of your grade. To get full credit for this portion all assignment must be turned in before the deadline.</p> <p>I will discuss the details for each assignment in class, and adequate amount of time will be given to complete each one.</p> <p>The assignments include, but it is not limited to:</p> <ul style="list-style-type: none"> • Professional business card • LinkedIn account • Chally Assessment • Chally written assignment • SPIN questions on the SalesForce case • Competitive Analysis <p>All the assignments are due at the beginning of the class; <u>NO late assignment</u> will be accepted. <u>All written assignments must be typed.</u></p>
Chapter Quizzes	<p>All chapter quizzes are online and worth 20% of your grade. You will have access to them on eLearning for a specific time frame. When the scheduled quiz time is passed, <u>Absolutely No Make Up Quiz or Extension</u> will be given.</p>
Major Assignment	<p>A <u>Need Assessment Video</u> worth 20% needs to be submitted by the indicated date. A case and rubric will be provided. ABSOLUTELY NO LATE VIDEOS WILL BE ACCEPTED. FAILURE TO COMPLETE THIS ASSIGNMENT WILL RESULT IN “F” FOR THE CLASS.</p> <p><u>Network Development Assignment</u> worth 20% of your total grade. For this project you are required to conduct <u>7</u> informal interviews with people from <u>2</u> targeted industries. This in turn should lead to 1 to 2 mentors in each field of interest. This paper should be no longer than 4 pages typed, and must include a short summary of each interview as well as a page with the Interviewee’s business cards.</p>
Rookie Preview	<p>There will be an optional final role play event worth 5%. You will be required to do a live role-play using the case provided to a live buyer and live evaluation. Even though, participation for this assignment is voluntary, if you sign up and then do not show up the day of taping <u>5% will be deducted from your final grade.</u></p> <p><i>These role plays will be graded using National Collegiate Sales Competition grading sheet. More details will be provided in a later date.</i></p>
Class Attendance and Participation	<p>Attendance is essential and will be taken at the beginning of every single class. Points will be deducted for being tardy. It is 20% of your total grade.</p> <p>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.</p>
Classroom Citizenship	<ol style="list-style-type: none"> 1) Come to class on time. 2) Attend class regularly. 3) Turn off 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><i>Please go to http://go.utdallas.edu/syllabus-policies for these policies.</i></p>
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The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.