



**Course** MKT 3330.004 “Sales and Sales Management”  
**(Introduction to Professional Sales)**  
**Section 83903**  
**Professor** Olia Bosovik  
**Term** Fall 2016  
**Meetings** M/W 10:00 a.m.-11:15 p.m., JSOM 12.202

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### Professor’s Contact Information

**Office Phone** 972-883-7122

**Office Location** ROC 1.202L

**Email Address** Olia.bosovik@utdallas.edu

**Office Hours** By appointment only.

**Other Information** E-mail is the best form of communication. I do my best to respond to all student communication by the end of the first business day after the receipt of e-mail messages or E-Learning posts.

### 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 &** “Sell” 5th Edition by Ingram/ Avila/ Schwepker/ Williams, Southwestern

**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.***

M 8/22	Meet and Greet	
W 8/24	Syllabus	
M 8/29	Overview of Personal Selling/ History of Sales/ Dress Code	Ch# 1
W 8/31	Overview of Personal Selling/ Quiz Ch#1 due/ Case and Role Play discussion	Ch#1
M 9/5	<b>No Class</b>	<b>Labor Day</b>
W 9/7	Building Trust and Sales Ethics/ Quiz Ch #2 due	Ch# 2
M 9/12	Building Trust and Sales Ethics	Ch# 2
W 9/14	Understanding Buyers/ Quiz Ch# 3 due	Ch# 3
M 9/19	<b>Chally Assessment Discussion</b>	
W 9/21	Communication Skills/ Quiz Ch#4 due	Ch# 4
M 9/26	Communication Skills	Ch# 4
W 9/28	<b>Guest Speaker/ Chally Assessment Due</b>	
M 10/3	Role Play	
W 10/5	Strategic Prospecting and Preparing for Sales Dialogue/ Quiz Ch#5 due	Ch# 5
M 10/10	Strategic Prospecting and Preparing for Sales Dialogue	Ch# 5
W 10/12	<b>Major Individual Assignment Due: Needs Assessment Video</b>	<b>The videos must be submitted by 11:59 p.m.</b>
M 10/17	Planning Sales Dialogues and Presentations / Quiz Ch#6 due	Ch# 6
W 10/19	Planning Sales Dialogues and Presentations	Ch# 6
M 10/24	Sales Dialogue: Creating and Communicating Value/ Quiz Ch#7 due	Ch# 7
W 10/26	Role Play	
M 10/31	Addressing Concerns and Earning Commitment/ Quiz Ch#8 due	Ch# 8
W 11/2	<b>Networking Assignment Work Day</b>	<b>No class</b>
M 11/7	Addressing Concerns and Earning Commitment	Ch# 8

W 11/9	Opportunity for role-play	
M 11/14	Expanding Customer Relationships/ Quiz Ch#9 due	Ch# 9
W 11/16	Adding Value: Self-leadership and Teamwork/ Quiz Ch#10 due/ Guest Speaker	Ch#10
M 11/21	No Class	Thanksgiving Break
W 11/23	No Class	Thanksgiving Break
M 11/28	Opportunity for role-play with Advanced Students in class	
W 11/30	Opportunity for role-play with Advanced Students/ Networking Assignment Due by 5:00 p.m.	
F 12/2	Rookie Preview	Show Time

### Course Policies

Grading (credit) Criteria	<b>Chapter Quizzes</b>	<b>20%</b>	
	<b>Networking Assignments</b>	<b>20%</b>	
	<b>Need Assessment Video</b>	<b>20%</b>	
	<b>Attendance</b>	<b>20%</b>	
	<b>Activities</b>	<b>20%</b>	
	<b><u>Total Points</u></b>		<b><u>100%</u></b>
	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-	
67.5-69.4%	= D+		
63.5-67.4%	= D		
59.5-63.4%	= D-		
<b><u>And below 59.4% is failing</u></b>			
<b><u>Note: Failure to submit a Final Project or Videos will result in an automatic 'F' as a grade for this class.</u></b>			
<b>Activities and</b>			

<p><b>Role Plays</b></p>	<p>There are going to be multiple opportunities for Role Plays in class. You are also required to perform number of activities, which combined with role plays will make up 20% of your grade. To get full credit for this portion all assignments must be turned in before the deadline. I will discuss the details for each assignment in class, and adequate amount of time will be given to complete each one. The assignments include, but it is not limited to:</p> <ul style="list-style-type: none"> <li>• Professional business card</li> <li>• LinkedIn account</li> <li>• Chally Assessment</li> <li>• Chally written assignment</li> <li>• SPIN questions on the SalesForce case</li> <li>• Competitive Analysis</li> </ul> <p>All the assignments are due at the beginning of the class; <u>NO late assignments will be accepted. All written assignments must be typed.</u></p>
<p><b>Chapter Quizzes</b></p>	<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>No Make Up Quiz or Extension will be given.</u></p>
<p><b>Major Assignment</b></p>	<p>A <i>Need Assessment Video</i> worth 20% needs to be submitted by the indicated date. A case and rubric will be provided. <b>ABSOLUTELY NO LATE VIDEOS WILL BE ACCEPTED. FAILURE TO COMPLETE THIS ASSIGNMENT WILL RESULT IN “F” FOR THE CLASS.</b></p> <p><i>Network Development Assignment</i> 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>
<p><b>Rookie Preview</b></p>	<p>There will be an <b>OPTIONAL</b> 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>
<p><b>Class Attendance and Participation</b></p>	<p>Your Attendance is essential to your success as I am unable to ‘recreate’ the learning environment during most class participation activities. A large portion of our class sessions will be either a discussion or a role playing exercises followed by discussion. Therefore, missing a class will directly affect your grade. Attendance will be taken at the beginning of every single class. Points will be deducted for being more than 10 minutes late without notice. Attendance is <b>20% of your total grade.</b></p>
<p><b>Classroom Citizenship</b></p>	<ol style="list-style-type: none"> <li>1) Be on time.</li> <li>2) Attend all classes (Email me if you have a legitimate reason to miss class.</li> <li>3) Silence your cell phones. (if you need to take a phone call, step outside)</li> </ol>

	<p><b>*If your phone goes off during class, you will be required to sing karaoke in front of the entire class.</b></p> <ul style="list-style-type: none"> <li><b>4) Keep up with the assigned readings.</b></li> <li><b>5) Be polite and respectful to your fellow classmates and your instructor.</b></li> <li><b>6) Participate in class discussions.</b></li> </ul>
<p><b>UT Dallas Syllabus Policies and Procedures</b></p>	<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 <a href="http://go.utdallas.edu/syllabus-policies">http://go.utdallas.edu/syllabus-policies</a> for these policies.</i></p>

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