

COURSE SYLLABUS

COURSE TITLE:	Personal Selling & Negotiation	COURSE CODE:	MKTG380
PREREQUISITES:	COMM130, MGMT230	SEMESTER:	SPRING 2017
INSTRUCTOR:	Mridula Palat-Becker	CREDITS:	3
EMAIL:	mridula.becker@gmail.com	SCHEDULE:	Wednesdays 11h30-14h30

COURSE DESCRIPTION:

This is a course that examines the role of personal selling in the business process and how salespeople carry out their duties. It will review the different aspects of the sales task and how to accomplish these jobs effectively and efficiently. The course will require considerable interaction.

The course will utilize a variety of learning approaches including (but not limited to): 1) required readings; 2) classroom role plays; 3) observational learning via role plays 4) lectures and, 5) open discussion about various sales-related issues.

This course focuses on developing and maintaining relationships with customers, managing the sales process of finding, concerting, and keeping customers while achieving the organization's goals. We will also focus on negotiations and use negotiation techniques to negotiate price and close sales.

COURSE OBJECTIVES:

This course aims to improve student understanding of concepts, principles, problems and applications of sales strategy.

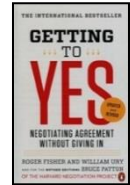
EXPECTED OUTCOMES:

Upon completion of this course students should be able to:

1. Students will understand the processes and elements involved in relationship selling.
2. Students will demonstrate an understanding of the importance of ethical behavior in relationship selling and sales management.
3. Students will demonstrate an understanding of the characteristics of a sales presentation.
4. Students will understand the process of negotiation, closing methods, and time and territory management
5. Students will identify key issues in recruitment, sales training, compensation and incentives and performance evaluation.
6. Students will learn to use LAARC in working with teammates & clients.

MANDATORY TEXTBOOK

SELL 4 (with CourseMate Printed Access Card) 4th (fourth) edition by Ingram, Thomas N., LaForge, Raymond (Buddy) W., Avila, Ramon published by Cengage Learning (2014) ISBN- B00HMUHBSU



Getting to Yes: Negotiating Agreement Without Giving In by Fisher, Ury and Patton, Penguin Books, 2011 ISBN-13: 978-0143118756

ASSIGNMENTS:

Sales Interview Assignment & Presentation – Individual Assignment

The Sales Interview Assignment requires you to conduct a face-to-face or telephone interview with two sales professionals. At least one must be involved in Business-2-Business selling, but the other interview may be someone involved in selling to consumers. Topics covered include an explanation of their current job, their training and previous experience, how they are compensated, what they sell and who their customers are.

The Negotiation Assignment – Group Assignment I

The Negotiation Assignment will require familiarity with the techniques described in “Getting to Yes” and applying them in a sales scenario. Students will be assigned roles as negotiators or clients with peer scoring.

Sales Presentation– Group Assignment II

Groups are assigned a choice of products and target markets to research. The presentation will include a sales dialogue template, and the development of a sales aid (such as a comparison graph, a business case, or a product demonstration). Other students will take the role of potential customers, so groups will have experience as a professional salesperson as well as a potential buyer.

EVALUATIONS:

The final grade will be determined as follows:

Sales Interview Assignment & Presentation – Individual Assignment: 10%

The Negotiation Assignment – Group Assignment I: 20%

Sales Presentation– Group Assignment II: 50%

Peer Grading: 10%

Class Participation: 10%

Presence in class is mandatory. More than 2 absences will lead to a failing grade.

GRADING STANDARDS:

Criteria	Poor	Adequate	Excellent
Sales interview and dialog template	Some elements of template are incomplete or not appropriately applied	Template is complete and all elements are appropriate for the situation	Template is thoroughly developed with exceptional application of sales concepts
Negotiating	Ignores toolkit	Tries one or more approaches in the toolkit from Getting to Yes	Successfully uses the appropriate toolkit from Getting to Yes
Sales Presentation	Minimal effort is made to implement presentation aid	Sales aid is appropriate to dialogue and strategy but not particularly useful in making the point	Sales aid is professional and us an integral part of the presentation
Demonstrates LAARC Listen, Acknowledge, Assess, Respond, Confirm,	Ignores or mistakes customers objections	Uses LAARC but does not understand or address objections effectively	Uses LAARC to understand and address sales resistance effectively

COURSE SCHEDULE:

Dates	Reading/Homework	Session Content
Session 1 1-Feb-2017	Read Sell Chapter 1:	Overview Group project teams formed. Overview of Personal Selling”
Session 2 8-Feb-2017	Read Sell Chapter 2	Building Trust and Sales Ethics 1
Session 3 15-Feb-2017	Read Sell Chapter 3&4	Understanding Buyers & Communication Skills
Session 4 22-Feb-2017	Read Sell Chapter 5&6	Strategic Prospecting & Preparing for the Sales Dialogue.

<p>Session 5 1-Mar-2017</p>	<p>Read Prepare: Sales Presentations Read: Sell Chapter 7</p>	<p>Sales Dialogue: Creating and Communicating Value Individual Presentations</p>
<p>Session 6 8-Mar-2017</p>	<p>Read Sell Chapter 8</p>	<p>Addressing Concerns and Earning Commitment;</p>
<p>Session 7 15-Mar-2017</p>	<p>Read Negotiations: Getting to Yes- Chapter 1 and 2</p>	<p>Introduction and The Method – read pages on perception, putting yourself in their shoes, looking for opportunities to act & communication. Apply this to sales dialogues and sales pitch</p>
<p>Session 8 5-Apr-2017</p>	<p>Read Getting to Yes Chapter 3</p>	<p>Focus on interests not positions – Looking for mutual gain, invent agreements of different strengths, and multiply options. Apply this to sales pitches, convincing difficult customers, negotiating sales agreements</p>
<p>Session 9 19-Apr-2017 ONLINE</p>	<p>Read Sell chapter 9 Getting to Yes chapter 4</p>	<p>From Getting to yes: Invent options for mutual gain. From Sell: Expanding Customer Relationships</p>
<p>Session 10 26-Apr-2017</p>	<p>Read Sell Chapter 10 Getting to Yes chapter 7 Prepare : Group negotiation role play</p>	<p>From Getting to Yes: What if they won't play. Apply this to negotiating price and sales agreement. From Sell: Adding Value: Self Leadership and Teamwork Presentation: Group Role Play- Negotiations</p>
<p>Session 11 3-May-2017</p>	<p>Presentation Group Role Play</p>	<p>Negotiation Role Play continued Preparation and review of final presentation</p>
<p>Session 12 10-May-2017</p>	<p>Final Group Presentations</p>	<p>Presentation: Group Final Presentation</p>