

University of North Texas at Dallas
Fall 2013
SYLLABUS

Marketing 3010D: Professional Selling 3 units			
Department of	Management	Division of	Urban and Professional Studies
Instructor Name:	Dr. Patricia Smallwood		
Office Location:	Dallas Campus Dallas, TX		
Office Phone:	214- 801-8527		
Email Address:	PatriciaSmallwood@unt.edu		
Office Hours:	7:00 – 9:50 P.M. (Monday.)		
Virtual Office Hours:	6:00 – 10:00 P.M (Mon.)		
Classroom Location:	University Colleges		
Class Meeting Days & Times:	Weekly: Monday 7:00 p.m. – 9:50 p.m.		
Course Catalog Description:	3 hours. Course focuses on understanding an application of professional selling principles and practices, including communication, listening, selling yourself and a business sales model.		
Prerequisites:	Not applicable		
Required Text:	The SPIN SELLING FIELDBOOK – Practical Tools, Methods, Exercises, and Resources Additional Text Book SPIN Selling: Situation, Problems, Implication, Needs-Payoff By Neil Rackham (1988), published by McGraw-Hill, in any edition. REQUIRED READING for completion in September, will be used as a reference for lecture and discussion. In addition the instructor will hand out material to help student prepare for their selling situations. The text is readily available used in paperback and hardcopy. A copy will be on reserve at the UNT Dallas Library (972) 780-3625.		
Recommended Text and References:	Various articles and periodic internet downloads (see below course outline).		
Access to Learning Resources:	UNT Dallas Library: phone: (972) 780-3625; web: http://www.unt.edu/unt-dallas/library.htm UNT Dallas Bookstore: phone: (972) 780-3652; e-mail: 1012mgr@fheg.follett.com		
Course Goals or Overview:			
	The goal of this course is to expose students to introduce basic sales and marketing concepts, and to help students build skills in interrogation, persuasion, self-presentation, and impression management. Learning outcomes are for the student to develop facility with basic researching & writing, observing, listening, questioning, feeding-back, closing and following up.		
Course Objectives			
	The basic objectives for this course are:		
	<ul style="list-style-type: none"> • for you to gain an understanding of personal selling as a major function within the marketing and promotional mix of a firm. 		
	<ul style="list-style-type: none"> • to improve your communication ability. 		
	<ul style="list-style-type: none"> • to familiarize you with the principles of selling. 		
	<ul style="list-style-type: none"> • to have you prepare and present a sales presentation by visually, verbally communicating your information using the selling skills discussed in class and in your textbook. 		

Course Schedule

Week 1 – 9/9: Introductions, Review the Class Syllabus and Expectations. Complete the Student Contact Information Sheet. Form Selling Teams of three. Submit Student Contact Information Sheet.

Week 2 – 9/16: Chapter 1 – Using the SPIN Fieldbook and Chapter 2 Instant SPIN Model. Class Exercises

Week 3 – 9/23: Chapter 3 – Check It Out: Assignment: Select a good or service (product) you will sell for the entire semester. These products can only be sold in a business-to-business setting. Provide the following information to the instructor: description of what is being sold; target market; potential needs/problems of prospects for which solutions may be provided; your competition; advantage you have to offer over your competition. Provide the information to the instructor at the beginning of class.

Presentation 1: Write a script using SPIN (**situation, problem, implication, and need payoff**) (Name your approach) The script should include the verbiage for both the Buyer and the Seller. Each student will present his/her script. You will post your script on Blackboard.

Week 4 9/30 – Chapter 4 – Four Stages of a Sales Call; Chapter 5 – Putting SPIN to Work.

Week 5 – 10/7 – **Exam #1 – (Online)**

Week 6 – 10/14 – Chapter 6 – Focusing on Buyer Needs – Class Exercise

Week 7 – 10/21 – Chapter 7 – Situation Question – Chapter 8 – Problem Questions

Presentation 2

Case Problem- What They Didn't Teach Us In Sales Class (Team 1)

Case Problem - McDonald's Ford Dealership (Team 2)

Case Problem – Skaggs Manufacturing (Team 3)

Week 8 – 10/28 – Chapter 9 – Implication Questions –

Presentation 3

You have been asked to present your product to the class. Using the Four Stages of the Sales Process present your product and obtain a commitment. Your presentation should be communicated creating 5-7 Powerpoint Slides. Your presentation should take approximately 10 minutes.

Week 9 – 11/4 – Chapter 10 – Need – payoff Questions; Chapter 11 – Demonstrating Capability; Chapter 12 – Sharpening Your Skills –

Week 10 – 11/ 11 – **First Individual Selling Project – Resume in the format** (Refer to syllabus Page 3)

Week 11 – 11/18 – Lecture – Closing the Process

Presentation 4

Case Problem – Claire Cosmetics (Team 1)

Case Problem - Major Oil, Inc.* (Team 2)

Case Problem – Skaggs Omega (Team 3)

Week 12 – 11/25 **Exam #2;(Onground)**

Week 13 – 12/2 **Second Individual Selling Project – Product/ Service** (Refer to syllabus Page 3)

Week 14 – 12/9 – **Exam Three (Onground)**

Note: **The first selling project** is on selling yourself. You will develop a strong resume in the format described by the instructor and evaluate your saleable skills relative to the needs of your target employer for your target job in your target industry. You will present yourself to the instructor, who will role-play a prospective employer in your target industry. You will receive candid, constructive feedback from the instructor and your classmates. You will need to research the industry, the company, and to develop good questions to ask the interviewer, and to prepare to provide thoughtful, well-prepared selling responses to the likely interview questions of you. The interview will run approximately 10 minutes.

Use UNT Dallas career placement office's software to do at least 5 practice interviews with a webcam (you can review your interviews and see your improvement). If you do not use at least 5 practice interviews you will almost certainly perform poorly on the graded sell yourself interview. Typically students who earn an A on the sell yourself interview practice about 10 rehearsals with a webcam using the software tool provided by UNT Dallas Career Placement (it's free to UNT students).

If your resume is poorly written vs. the instructor's guidelines your grade on the sell yourself interviews will be reduced.

In the **second selling project** you will role-play a new sales rep selling premium product and/or service and the instructor will role-play a prospective industrial customer. You will need to prepare for either a sales call of the VP, the project engineer, Marketing Director. Each of these three cares about different things, and you will need to be ready to sell to all three-identify their buyer values, interests and concerns, and determine how to address the challenges inherent in a group buying decision.

More details will follow but your product/service will have a higher initial purchase price and lower lifetime total cost of ownership. Your sales call will last 10 minutes, in which time you will have to qualify the lead as a potential buyer, help the prospect identify the needs, transition to a sales prospect's attitude toward your logic and offering, demonstrate, value and proceed to the next step in the selling process (whatever that is).

Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

Instrument	Value (points or percentages)	Total
PowerPoint Presentations & Case Exercises	Leadership Assignment 4 @ 15 points	60
Exams	3 exams at 100 points each	300
Participation Points	14 classes@ 5 points	70
First Selling Project	Resume	60
Second Selling Project	Premium Product/Service	60
Total		550

Grade Determination:

- A = 550 – 450 pts; i.e. 90% or better
- B = 360 – 449 pts; i.e. 80 – 89 %
- C = 315 – 359 pts; i.e. 70 – 79 % (check computation)
- D = 270 – 314 pts; i.e. 60 – 69 %
- F = 269 pts or below; i.e. less than 60%

GRADING SYSTEM

UNT Dallas' grading system uses the letters A, B, C, D, F, P, NP, I, PR, W, WF, and Z.

A — excellent work, four grade points for each semester hour.
B — good work, three grade points for each semester hour.
C — fair work, two grade points for each semester hour.
D — passing work, one grade point for each semester hour.
F — failure; given when a student (1) has failed the course while still officially enrolled at the end of the term/semester; (2) is failing a course and misses the final examination without satisfactory explanation; or (3) stops attending class without processing an official drop or withdrawal.
P — passed; a credit grade (1) on pass/no pass option, (2) on student teaching, and (3) in selected undergraduate and graduate individual problems, research, thesis and dissertation courses.
NP — not passed; a failing grade on the pass/no pass option; non-punitive.
I — I is a non-punitive grade given only during the last one-fourth of a term/semester and only if a student (1) is passing the course and (2) has justifiable and documented reason, beyond the control of the student (such as serious illness or military service), for not completing the work on schedule. The student must arrange with the instructor to finish the course at a later date by completing specific requirements. These requirements must be listed on a Request for Grade of Incomplete form signed by the instructor, student and department chair and must be entered on the grade roster by the instructor. Grades of I assigned to an undergraduate course at the end of the Fall 2007 semester and later will default to F unless the instructor has designated a different automatic grade. See also “Removal of I” policy in the Academics section of this catalog.
PR — used to show that work is in process on thesis or dissertation in courses numbered 5950D.
W — drop or withdrawal without penalty. Given when a student drops a course or withdraws from the university prior to the end of the sixth week of classes of long terms/semesters or corresponding dates for summer sessions. After that time the student must have a passing grade for the instructor to assign a grade of W for a dropped course; otherwise, the grade of WF is recorded.
WF — drop or withdrawal with a failing grade. Instructor may drop a student with a grade of WF from courses for nonattendance. May be assigned from the 7th through the 13th week of classes of long terms/semesters or corresponding dates for summer sessions.
Z - used to indicate that a grade was not properly received and/or recorded for a course.
Note: No grade points are allowed for grades F, I, NP, P, PR, W, WF or Z.
A complete record of all previously used grades and grading systems is detailed on the official transcript.
Reference: The University of North Texas at Dallas: 2010-2011 Undergraduate and Graduate Catalog (p. 140).

University Policies and Procedures

Students with Disabilities (ADA Compliance):

The University of North Texas Dallas faculty is committed to complying with the Americans with Disabilities Act (ADA). Students' with documented disabilities are responsible for informing faculty of their needs for reasonable accommodations and providing written authorized documentation. For more information, you may visit the Office of Disability Accommodation/Student Development Office, Suite 115 or call Laura Smith at 972-780-3632.

Student Evaluation of Teaching Effectiveness Policy:

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very

interested in the feedback I get from students, as I work to continually improve my teaching. I consider the SETE to be an important part of your participation in this class.

Assignment Policy:

All homework should be **typed/both the question and answer, printed** and brought to class ready to turn in.

Do not send assignments via email.

Late assignments will not be accepted.

Note: All papers are written using the APA Standards only.

Exam Policy:

Exams should be taken as scheduled. **No makeup examinations will be allowed** except for documented emergencies (See Student Handbook). All chapter reading assignments, classroom discussions, handouts, homework and lecture presentations will be inclusive. Once testing begins, students will not be allowed to leave the classroom until testing is completed.

Academic Integrity:

Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of conduct and Academic Dishonesty policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the Student Code of Conduct at http://www.unt.edu/csrr/student_conduct/index.html for complete provisions of this code.

Bad Weather Policy:

On those days that present severe weather and driving conditions, a decision may be made to close the campus. In case of inclement weather, call UNT Dallas Campus main voicemail number (972) 780-3600 or search postings on the campus website www.unt.edu/dallas. Students are encouraged to update their Eagle Alert contact information, so they will receive this information automatically.

Attendance and Participation Policy:

The University attendance policy is in effect for this course. Class attendance and participation is expected because the class is designed as a shared learning experience and because essential information not in the textbook will be discussed in class. The dynamic and intensive nature of this course makes it impossible for students to make-up or to receive credit for missed classes. Attendance and participation in all class meetings is essential to the integration of course material and your ability to demonstrate proficiency. Students are responsible to notify the instructor if they are missing class and for what reason. Students are also responsible to make up any work covered in class. It is recommended that each student coordinate with a student colleague to obtain a copy of the class notes, if they are absent.

EXPECTATION: Students should attend each class for the entire period and be on time.

Diversity/Tolerance Policy:

Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of

Student Conduct will be referred to the Center for Student Rights and Responsibilities as the instructor deems appropriate.

Additional Policies:

- Use of Cell Phones – will not be permitted during class time.
- Food & Drink in the Classroom – will not be permitted in the classroom.
- Use of Laptops – may be used for taking notes during classroom discussions, but will not be permitted on quiz/testing dates.
- Tape Recording – will not be permitted in class.
- Zero tolerance for disrespectful and unprofessional behavior.