

*University of North Texas -
Dallas*

Professional Selling

Marketing 3010

Course Syllabus

Course Name and Number: *MKT3010 – Professional Selling*

Course credits: 3

Class: **Wednesdays 7:00 – 9:50 pm**

Founders Hall 213

Course Start Date: **Jan 13, 2014**

Course End Date: **May 9, 2014**

Name of Professor: **Dr. Paul Rome, DBA**

Instructor Contact Information: paul.rome@unt.edu use the course internal email system

Phone 972-274-4964 from 9:00 am – 9:00 pm. (CST). If no answer, then leave a message indicating course, name, and phone number and questions.

1.0 Course Description:

Professional selling principles and practices for business applications. Principles of communication, listening, selling yourself and a business sales model.

Students develop and present sales presentations.

1.5 Course prerequisites:

2.0 Learning Outcomes:

At the completion of this course a student will be able to:

- Describe the characteristics of successful salesmen.
- Discuss the distinguishing characteristics of trust-based selling.
- Describe the difference between features and benefits.
- Explain the different types of buying decisions.
- Explain the concept of buyer teams and specify the different member roles.
- Describe the types of sales resistance.
- Explain the primary types of questions and how they are applied in selling.
- Discuss methods to overcome buyer objections.
- Describe how to take action to assure customer satisfaction.
- Discuss how to resolve complaints and encourage critical encounters.
- Identify the steps of self-leadership.
- Explain strategic prospecting.
- Interpret the usefulness of different types of selling technology and automation.
- Discuss the importance of thorough and effective planning.
- Develop a customer value proposition statement.
- Explain how to add value and enhance mutual opportunities.

3.0 Required Course Materials, Resources, Textbook(s):

Castleberry, Stephen, **Selling: Building Partnerships**, 8th ed, McGrawHill, ISBN: 0073530018.

Book Rental <http://bookrental.staples.com/selling-building-partnerships-castleberry-0073530018-9780073530017>

E-text <http://www.coursesmart.com/search>

Digital Rental <http://www.coursesmart.com/IR/2076444/0077324285?hdv=6.8>

Rackham, Neil, **The Spin Selling Fieldbook**, McGraw Hill, NY, NY, ISBN:0-07-052235-9

Book Rental <http://bookrental.staples.com/the-spin-selling-fieldbook-practical-tools-methods-exercises-and-resources-rackham-0070522359-9780070522350>

E-text <http://www.coursesmart.com/search>

Text quizzes

http://highered.mcgraw-hill.com/sites/0073530018/student_view0/index.htm

4.0 Recommended Course Materials, Resources, Textbook(s):

Cowper, David, **Mega-Selling – Secrets of a Master Salesman**, Wiley, 2000.

ISBN: 0-471-64529-x.

Thull, Jeff, **Mastering the Complex Sale**, Wiley, 2003. ISBN: 0-047-43151-6.

Willingham, Ron, **Integrity Selling for the 21st Century**, Currency/Doubleday, 2003, ISBN: 0-385-50956-1.

Miller, Robert, **The New Strategic Selling**, Business Plus, 2005,

ISBN: 0-446-67346-3.

Beckwith, Harry, **Selling the Invisible – A Field Guide to Modern Marketing**,

Warner Business Books, 1997, ISBN: 0-446-52094-2

5.0 Course Schedule:

Week	Ch	Topics	Deliverables
1	1 2	Selling and salespeople Ethical and legal issues in selling	End of Chapter Quiz 1 End of Chapter Quiz 2
2	3	Buying behavior and the buying process	End of Chapter Quiz 3
3	4	Using communication principles to build relationships	End of Chapter Quiz 4
4	5	Adaptive selling for relationship building	End of Chapter Quiz 5
5	6	Prospecting	End of Chapter Quiz 6
6	7	Planning the sales call	End of Chapter Quiz 7
7	8	Making the sales call	End of Chapter Quiz 8
8	9	Strengthening the presentation	End of Chapter Quiz 9 Midterm Exam
		Reading Week	
9	10	Responding to objections	End of Chapter Quiz 10
10	11	Obtaining commitment	End of Chapter Quiz 11
11	12	Formal negotiations	End of Chapter Quiz 12
12	13	Building partnering relationships	End of Chapter Quiz 13
13	14	Building long-term partnerships	End of Chapter Quiz 14
14	15	Managing your time and territory	End of Chapter Quiz 15
15	16 17	Managing within your company Managing your career	End of Chapter Quiz 16 End of Chapter Quiz 17
16			Final Exam

6.0 Required Assignments or Activities, Distribution of Marks and Due Dates:

Assignment	Description	Percent of Total Course Grade	Due Date
Participation	In class participation	15	Weekly
Quizzes	End of Chapter Quizzes	10	Weekly
Presentations	Sales presentations	20	Periodic
Assignments	Various	10	Periodic
Midterm Exam	Based on texts, lectures, videos, etc.	20	Week 8
Final Exam	Based on texts, lectures, videos, etc.	25	Week 16
	Total	100	

7.0 Assessment Rubrics: Provided as appropriate

8.0 Grade Point and Letter Grades:

Descriptor	Letter Grade	Numeric value
Excellent	A	4
Good	B	3
Fair	C	2
Passing	D	1
Failure	F	0

University policies and procedures

9.0 Academic integrity: Academic integrity is a hallmark of higher education. Students 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 <https://deanofstudents.unt.edu/conduct> for complete for provisions of this code.

10.0 Class Attendance and Participation Policy: Regular participation is expected in class discussions and assignments. The university attendance policy is in the fact 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 text will be discussed in class. Students are responsible to notify the instructor prior to any missed class providing a reason, and they are responsible to make up any work they missed.

11.0 Late Assignments: Late Assignments will be penalized at a rate of 10% per day, up until 5 days late – after 5 days late, assignment receives a zero.

12.0 APA Guidelines: UNT follows the Publication Manual of the American Psychological Association (APA). All assignments must be submitted with the correct APA formatting and all sources cited according APA standards. The UNT Library provides resources and reference materials for students and faculty to utilize in order that their work meets APA standards.

13.0 Students with Disabilities (ADA compliance): The UNT 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 for providing written authorized documentation. For more information, visit the Office of Disability Accommodation/ Student Development Office.

14.0 Turnitin Policy: This course requires you to submit some material in electronic form. When this requirement is in place, it will be noted in the course outline, the assignment, or both. The electronic material will be submitted to a service to which UNT subscribes, called Turnitin. This is a service that checks textual material for originality. Turnitin.com is used increasingly in North American universities. For additional information please visit:

[https://turnitin.com/static/resources/documentation/turnitin/sales/Turnitin_FAQ_Questions_and_A nswers.pdf](https://turnitin.com/static/resources/documentation/turnitin/sales/Turnitin_FAQ_Questions_and_Ans wers.pdf)

15.0 Student Evaluation of Teaching Effectiveness Policy: Student evaluation of teaching effectiveness (SETE) is a requirement of all organized classes at UNT. A survey it will be made available to you at the end of the semester.

16.0 Exam Policy: Exams should be taken as scheduled. Makeup exams will only be allowed for documented emergencies (see student handbook).

17.0 Bad Weather Policy: On days that presents severe weather and severe driving conditions, a decision may be made to close the campus. In the case of inclement weather, call UNT Dallas main voice mail at 972 780-3600 or search postings on the campus web site www.unt.edu/dallas The students are encouraged to update their Eagle Alert contact information so they will receive this information automatically.

18.0 Diversity/Tolerance Policy: Remarks that violate the student code of conduct regarding nationalities, ethnic groups, sexual preferences, religious groups, genders or other ascribe the status is

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

19.0 Potential Modifications to the Course: The instructor and university reserve the right to modify elements of the course during the term. The university may change the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with explanation and the opportunity to comment on changes. It is the responsibility of the student to check their UNT email and course websites weekly during the term and to note any changes.

20.0 Instructor Biography:

My name is **Paul Rome** and I will be your professor for Professional Selling for the next 16 weeks. Please feel free to call me **Dr. Rome**.

- I have a Doctorate in Business Administration (DBA) from University of Sarasota, a Masters of Business Administration (MBA) from McMaster University and a Bachelors of Business Administration (BBA) from Brock University. I have been a professor and administrator for over 20 years at universities in Canada and the United States.
- Before becoming an academic I worked in industry starting as a journeyman CNC machinist, ending as a Vice President of Administration and Operations in manufacturing environments. I am a Certified Management Accountant, a Certified Manufacturing Engineer, a Certified Human Resource Professional, and a senior member of the American Society for Quality.