

**CALIFORNIA STATE UNIVERSITY, SAN MARCOS
COLLEGE OF BUSINESS ADMINISTRATION
FALL 2016**

Personal Selling and Business Development - MKTG 340 (01)
Location: MARK 301
Time: 8:30 - 10:20 A.M. - Wednesday
Professor: Dr. George K. Sharghi
Office: MARK 352
Telephone: (760) 750-8262
Office Hours: Monday 10:30 AM - 12:00 P.M. and by appointment
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COURSE DESCRIPTION:

Communicating with potential and current customers is essential for an organization's success. Traditional sales activities are only part of this process. In consumer centric companies, salespeople are often called business development managers and/or category managers. This role goes beyond selling and purchasing products to include creating strategy for business growth. People in these positions have direct, frontline contact with consumers or customers and are responsible for customer relationship management as well as strategic growth.

For a list of topics covered in the course, please refer to the General Assignments.

REQUIRED TEXTBOOK:

Selling Today: Partnering To Create Value, Gerald L. Manning, Michael Ahearne and Barry L. Reece, 13th Edition, Pearson Education, Inc, 2015. ISBN-13: 978-0-13-354388-4. (Hard copy Only. No electronic version)

LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Develop complete pre-approach information.
- Design an approach.
- Determine wants/needs of the customer.
- Prepare and present a value added solution.
- Select and prepare selling tools for demonstration.
- Anticipate and negotiate sales resistance.
- Develop and use trial close.
- Develop and use closing techniques.
- Demonstrate when and how to use expansion selling.
- Demonstrate techniques of servicing the sale.

*these are captured by
the first learning
outcome in the
proposed 4-unit
course: Apply the
seven steps of
selling.*

SCHEDULE

<u>SESSIONS</u>	<u>TOPIC</u>	<u>ASSIGNED CHAPTERS</u>
Aug. 31	- Course overview, course goals and performance evaluation	
Sept. 07	- Relationship Selling Opportunities in the Information Economy	1
	- Evolution of Selling Models That Complement the Marketing Concepts	2
Sept. 14	- Ethics: The Foundation for Partnering Relationships That Create Value	3
	- Role-play Exercise - Page 68	
Sept. 21	- Creating Value with a Relationship Strategy	4
	- Roleplay Exercise - Page 87	
Sept. 28	- Communication Styles: A Key to Adaptive Selling Today	5
	- Role-play Exercise - Page 110	
Oct. 05	- Creating Product Solutions	6
	- Role-play Exercise - Page 130	
Oct. 12	- Product-Selling Strategies That Add Value	7
	- Role-play Exercise - Page 147	
Oct. 19	- The Buying Process and Buyer Behavior	8
	- Role-play Exercise - Page 169	
Oct. 26	- Developing and Qualifying Prospects and Accounts	9
	- Role-play Exercise - Page 193	
Nov. 02	- Approaching the Customer with Adaptive Selling	10
	- Determining Customer Needs with a Consultative Questioning Strategy	11
	- Role-play Exercise - Page 220	
Nov. 09	- Creating Value with the Consultative Presentation	12
	- Role-play Exercise - Page 267	
Nov. 16	- Negotiating Buyers Concerns - Guest Speaker	13
	- Role-play Exercise - Page 289	
Nov. 23	- Adapting the Close and Confirming the Partnership	14
	- Role-play Exercise - Page 308	
Nov. 30	- Sales Rep. Interview Presentation and Paper	
Dec. 07	- Sales Rep. Interview Presentation and Paper	
Dec. 14	- FINAL EXAM (7:00 AM - 9:00 AM)	

these chapters are captured by the first topic in the proposed 4-unit course: the sales process and seven steps of selling.

GRADING:

The grading will be based on the following weights: **These are approximate weights that are subject to change without notice at my discretion.** Final Exam (30 points), Role-plays (30 points, 15 points each), Class Participation (10 points - Each absent corresponds to losing 2 points. All of the points will be lost if you are absent for 5 sessions or more), Sales Rep Interview 30 points (20 points paper and 10 point presentation). Total points = 100. The following numerical scale will be used in the calculation of letter grades are as follows: A = 96-100; A- = 90-95; B+ = 87-89; B = 84-86; B- = 80-83; C+ = 77-79; C = 74-76; C- = 70-73; D+ = 67-69; D = 64-66; D- = 60-63; F = Below 59.

Written Exams:

The examinations are structured in such a way to test the student's familiarity with the subjects that were taught from the assigned readings, case problems, and class discussions. They will include essays as well as multiple choice/matching questions. The results of the exams will be made available to the students in class and collected back by instructor. Neither copying down questions nor removal of exams from the classroom will not be permitted. Please note that you can review the mid-term and final exams only up to two weeks from the date of the exams.

University Guidelines for Writing Proficiency:

It is the University policy that each student should satisfy a writing requirement of a minimum of 2,500 words. In this course, this requirement will be satisfied by written questions in exams, article analysis and study group project.

Notes:

- The professor reserves the rights to alter this syllabus at anytime for any reason.
- Students are responsible for both the lecture and the assigned reading material.
- No assignments will be accepted after the course ends
- Incomplete are normally not given but will be considered case by case on its own merits.
- Make up Mid-Term and Final exams are normally not allowed.
- The pre-requisites for this course are listed in the course catalog. The instructor reserves the right to administratively drop, at any point, any student who has not met the prerequisites. Students choosing to withdraw from this course are responsible for doing so according to university procedures and deadlines.
- In order to withdraw from a course after the end of the second week of the semester (or approximately 10% of the academic term), a student will need to obtain the signature of the instructor and the Associate Dean of the College of Business Administration.
- Students with disabilities who require reasonable accommodations must be approved for services by
- Providing appropriate and recent documentation to the Office of Disabled Student Services (DSS). This office is located in Craven Hall 5205, and can be contacted by phone at (760) 750-4905, or TTY (760). Students authorized by DSS to receive reasonable accommodations should meet with me during my office hours in order to ensure confidentiality.

Academic Honesty Policy

The maintenance of academic integrity and quality education is the responsibility of each student within CSUSM and the CSU system. Cheating and plagiarism in connection with an academic program at a campus is listed as an offense for which a student may be expelled, suspended, put on probation, or given a less severe disciplinary sanction. Please see the online version for more details at:

http://lynx.csusm.edu/policies/policy_online.asp?ID=25

SUPPLEMENTARY READINGS:

Students are encouraged to read the marketing and economic articles of the daily papers such as the Los Angeles Times, San Diego Union, San Diego Tribune, The Wall Street Journal and other professional journals and magazines such as Business Week, Fortune, Forbs, Journal of Sales Management, Harvard Business Review, Industrial Marketing Management, Journal of Marketing, e.t.c. This, perhaps more than anything else, makes the student aware of the fact that what he or she has learned is relevant.

Study Group Assignments:

1. Role-Play:

You will be assigned for discussion at least (2) role-play assignment from class textbook.

You should select another team to play the role of buyer. Each team will play a role of the seller and the buyer during the course. This assignment should cover course objectives and assigned readings (Expected Learning Outcomes) along with your own critical thinking and skills.

Give your presentation for these role-plays supported by overall Selling and partnering to create value concept(s), or principles(s). Your presentation should include appropriate progress toward sale for seller role-play and present appropriate information, ask good questions and listen well for buyer role-play.

It will be the responsibility of each study group to sign up for a 20-25 minute verbal presentation in class of your report during the 3rd through 12th sessions. You may use charts, graphs, or other visual aids to make your presentation.

2. Sales Career Paper

Objective: to analyze the aspects of a sales representative's job and determine what you would need to do to prepare for this career

Find someone who has a sales position that is of interest to you. Make a list of topics that you would like to know about from this person about their preparation, skills, career, advice, etc or simply How Do they do their sales job? Make an appointment for an interview; the interview should be after we covered the related material to take advantage of class on Asking Questions. You need to add some questions that are related to the particular industry, position, and person in your interview.

Prepare a paper that is no more than **6-8 pages, double-spaced**, using **Arial font size 12** with **one-inch margins** all around. Appendices and references (including a reference for the sales rep interview) do not

count as part of the 6-8 pages. However, all appendices, body of the paper, and references need to be part of **one Word document** submitted in Cougar Courses. In this paper you will use the following **headings**:

Choice of Salesperson - explain why you chose this industry, company, and person.	2 points
Description of the Sales Job - explain what you learned about personal selling jobs in this company	2 points
Biggest Challenges of the Sales Job - explain the biggest challenges of this job as described by the interviewee, why they are challenges, and how they can be managed	3 points
Skills Needed for Success - explain what skills are necessary for success in this job and how the interviewee developed them.	3 points
Career Plan - identify the kind of sales position <u>each one</u> of you Could see yourself in; describe what skills you needs to have to be successful in that position; what kind of experiences demonstrating these skills do you need to be competitive for this kind of position.	3 points
Grammar, Spelling, Punctuation, Correct References - you need to use correct grammar, spelling, and punctuation; consult a writing book.	2 points
PowerPoint Presentation	5 Points
Total	20 points