

MKTG 484: Final Project
35% of final course grade

Your task is to role-play a sales interaction with an assigned partner. Your partner will be the customer and you will be the sales representative. In order to help keep you on track, six assignments will be due throughout the semester. **These assignments must be type written and turned in, in class, on the date listed on the syllabus.** The final project will compose of a video recorded role-play and a written document.

Important Dates

Week 4 (9/18): Meeting Memo
Week 7 (10/9): Rapport
Week 9 (10/23): Needs Analysis
Week 10 (10/30): Presentation
Week 12 (11/13): Closing and Overcoming Objections
Week 13 (11/20): Credibility
Week 15 (12/3): Written Component and Sales Interaction
Week 15 (12/4, 12/6): In-Class Presentations

Grades

Assignments	10%
Written component	30%
<u>Presentation</u>	<u>60%</u>
Total	100%

Role-play Information

You can choose one of five different role-plays in the *Selling Today* textbook. The role-plays you have to choose from are as follows:

1. Tom Jones Company (pg. 36, 59-60, 403-404)
2. The Mattress Firm (pg. 80, 100-101, 407-408)
3. Richard Ellis (pg. 103, 119-120, 409-410)
4. Plutegroup (pg. 184, 201-202, 413-414)
5. salesforce.com (pg. 204, 225-227, 415-416)

A copy of the *Selling Today* textbook will be on loan from the library. Each page listed in the above description contains relevant information. The questions contained at the end of the chapters on pages 60, 101, 120, 202, 227 are not applicable and can be ignored. You cannot choose the same role-play as your partner.

All of the mock sales interactions will take place “in-person” and will utilize the small sales methodology. Your first job is to thoroughly research the company whose products you represent and come up with a sales plan. Your sales plan must implement information from the textbook role-play brief and should include the following core components:

1. Company and product information
2. Rapport
3. Needs analysis
4. Presentation
5. Closing and overcome objections
6. Credibility

Assignments

Assignment Format

The rapport, needs analysis, presentation, closing and overcoming objections, and credibility strategy assignments must take the following format:

Strategy (1 pt.): Similarity/Commonality

Function (3 pt.): By establishing similarity/commonality this can enhance liking. Liking is a component of rapport and both liking and rapport are positively related to persuasion.

Application (3 pt.): (i.e. You said or did the following): “I’m also a really big fan of the Cubs, I am from Chicago and use to play baseball growing up. Did you use to play?”

Citation (1 pt.): Lecture 7, Liking, Slides 15-18.

Meeting and Research Memo

The meeting and research memo is to establish that you have met with your partner, chosen a role-play, and researched the company and product. Remember you cannot choose the same role-play as your partner. The meeting memo must include the date and time of your meeting and which role-play you have chosen. Further, you need to write a short paragraph about the company and about the products. These paragraphs must include information from the textbook role-play and outside information from your research on the company and products.

Rapport Strategy

The rapport strategy document must contain 4 rapport building strategies that you learned from lecture and how you are going to apply them during your sales interaction.

Needs Analysis Strategy

The needs analysis strategy document must contain at least 4 different questioning types, or needs analysis techniques, that you learned from lecture, and how you are going to apply them during your sales interaction.

Presentation Strategy

The presentation strategy document must contain at least 4 different persuasive devices or presenting techniques that you learned from lecture and how you are going to apply them during your sales interaction.

Closing and Overcoming Objections Strategy

The closing strategy document must contain at least 4 different strategies for overcoming and handling objections that you learned from lecture and how you’re going to apply them during your sales interaction.

Credibility Strategy

The Credibility strategy document must contain at least 4 different strategies for establishing credibility that you learned from lecture and how you're going to apply them during your sales interaction.

Assignment Grading

The assignments will be graded on a check plus, check, check minus system. If you get three check pluses, I will increase your final project grade by 1%. If you get a check minus you have to redo the assignment for half credit. If you do not hand in the assignment on time you will get zero points. If you miss an assignment there will be no makeups without documentation (doctor's note/family emergency etc.) and assignments will not be accepted late.

Final Project

The final project will be composed of two parts. The first part is a written document which delineates 12 strategies that you learned in class and how you applied them in the sales interaction. A minimum of two strategies per assignment must be utilized and the written document should follow the assignment format (i.e. strategy, function, application, citation).

The second part will be the sales interaction itself. Interactions should be no less than eight minutes and no more than 12 minutes. The interaction must be video recorded and uploaded to YouTube on the date specified on the syllabus. Once uploaded you must send me the link by email. The interaction must follow the small sales methodology and the basic guidelines provided by the textbook role play. It also must include the 12 strategies learned in class and explained in the written document. The written document is also due at the same time as the final project link and should be attached to the email containing the YouTube link. The YouTube link and written document must be turned in by the date/time listed on the syllabus.

The focus of the interaction is on the sales rep and not on the customer. As the sales rep, you must dress professionally and you cannot be seen to read any parts of the interaction. The customer does not have to be dressed professionally and can read from a script. I would recommend preparing a script for your partner to ensure that the interaction goes smoothly. Although some of the role-plays in the textbook do not include an objection or a discussion of cost, **your customer must make an objection for you to overcome and you must discuss cost.** I recommend thoroughly reviewing the rubric included in this document to make sure you include all necessary components.

Sales Interaction

Name: _____

	Grade	Comments
Greeting/Dress/Time (5 pts) <ul style="list-style-type: none"> Professional, Smile, Handshake Dressed professionally 8-12 minutes 		
Liking (10 pts) <ul style="list-style-type: none"> Similarity Self-disclosure Empathy/cooperation Reciprocal liking 		
Body Language (5 pts) <ul style="list-style-type: none"> Open Mirror match 		
Mutual attention (5 pts) <ul style="list-style-type: none"> Body language Listening Questioning Talking 		
Needs Analysis (20 pts) <ul style="list-style-type: none"> Open to close SPIN Tiedown Involvement 		
Presentation (15 pts) <ul style="list-style-type: none"> Persuasive Devices FFBQ 		
Cost (5 pts) <ul style="list-style-type: none"> Small numbers Comparison Nonmonetary 		
Expertise (5 pts) <ul style="list-style-type: none"> Accuracy, Knowledge, Power 		
Trust (5 pts) <ul style="list-style-type: none"> Benevolence, Honesty, Dependability 		
Close (5 pts) <ul style="list-style-type: none"> Technique, body language, eye contact, wait 2nd close 		
Overcome Objections (15 pts) <ul style="list-style-type: none"> Affirm Probe Present 		
Knowledge (5 pts) <ul style="list-style-type: none"> Demonstrate knowledge above and beyond textbook info 		
Final Grade:	<div style="border-top: 1px solid black; width: 50px; margin: 0 auto;">100</div>	

