COURSE NUMBER: 11644 4150 10

COURSE TITLE: Salesmanship and Sales Management

DAY/TIME LOCATION: Thursdays 7:10p – 9:40p Media & Public Affairs Rm 309 - 805 21st St NW

COURSE DESCRIPTION: During this course we are going to develop your personal and team selling presentation skills. Through individual and team exercises and assignments, we gain a basic understanding of the 7 step sales process. We will examine key elements of the sales process that assist in prospecting for clients as well as creating effective deliverables including presentations to attract and retain clients. The professor will enhance the course through professional insights as a current, experienced sales professional.

PREREQUISITES: BADM 3401, MKTG 3142

PROFESSOR: Wayne A. Johnson
Department of Marketing
Office: Funger Hall 3rd Fl
Office Hours: Thursday by appointment
Phone: 301-399-1780
E-mail: waynej@gwu.edu

LEARNING OBJECTIVES:
1. Understand how to sell effectively using the 7 step sales process
2. Sell by effectively building relationships as a part of a team
3. Learn the role of personal selling through customer relationships and partnerships
4. Introduction to Sales Management including roles & responsibilities
5. Demonstrate mastery of the course objectives through assignments and exams

READINGS & MATERIALS:

TITLE: Personal Selling
AUTHOR: Anderson
EDITION: 3rd COPYRIGHT YEAR: 2014
PUBLISHER: Kendall Hunt
GRADING  

Student Evaluation:  
Exercise #1: Individual Sales Book Report    10%
Exercise #2: Prospecting Plan          10%
Exercise #3: Prospecting Correspondence   10%
Exercise #4: Team Sales Presentation    20%
Exam #1 Mid-Term                  20%
Exam #2 Final                20%
Class Participation       10%

100%

Grading Scale:
93.0 and above       A
90–92.9              A-
87–89.9              B+
83–86.9              B
80–82.9              B-
77–79.9              C+
73–76.9              C
70–72.9              C-
60–69.9              D
Below 60             F

Detailed Descriptions of Assignments

All assignments will be typed, double-spaced, completed and turned in at the start of the class on the designated date. Late projects will receive a one-point deduction for each day they are late.

Case: Fictional Sales Seminar

All assignments will be based on a plan for the class to host a fictional sales seminar. On the first day of class students will be grouped into teams.

Each team will assume that they work as sales representatives for a sales training company that provides sales training to business development executives and sales organizations in the D.C. area.

The fictional sales seminar you are selling will be conducted on the campus of GWU, School of Business, from 9 am to 4 pm on Friday, November 18, 2016.

The content of the seminar is a condensed version of this personal selling course.  
(i.e. 7 step Personal Selling Process)
ASSIGNMENTS:

**Exercise #1: Individual Sales Book Presentation - 10 Points**
This is an individual exercise. On the 1st day of class, you will be assigned your individual presentation number (1st number on Info Card). There are thousands of sales books available to a new sales professional. Several are quoted in your text.

Your assignment is to select one, read it, and report to the class what you found. You are expected to demonstrate added value to the class with your presentation.

You need to comment on the name of the book, author, why you selected it, and how the content fits into the sales cycle and therefore, into the course. Your presentation will be no longer than 5 minutes. Include a typed 1 page summary of the book and your impressions.

Identify a book and at least 1 week before your assigned presentation date, send an email (wayneaj@gwu.edu) to the professor with the title & author. Once you receive a confirmation, you will know your book has been accepted. A running list will be posted on Blackboard. No two students will report on the same book. Please be prepared when your number is called.

**Exercise #2: Prospecting Plan - 10 points**
This is a team exercise. On the first day of class students will be assigned into teams (2nd number on info card).

Each team will build a prospecting plan for the month of October.

Please refer to pages 125-126 in your textbook for the elements of the prospecting plan.

Describe your plan in an executive summary.
Set objectives for prospecting (half page)
Allocate time for prospecting (half page)
Become familiar with prospecting techniques (half page)
Choose one or more prospecting techniques (half page)
Systematize the prospecting plan (identify 10 prospects, 1 page to each)
Evaluate the results (half page addressing how you would evaluate the results)
Prospecting Methods Form

Exercise #2 is due on the 29th of September

**Exercise #3: Prospecting Correspondence - 10 Points**
This is a team exercise. Develop one sample direct-mail or email letter to send to your prospects list to gain commitment to attend the sales seminar. In your prospecting letter, be sure to specify the benefits that attending will offer, translate the benefits into financial terms, provide proof of those benefits, request specific action, and supply an incentive to act promptly.

Exercise #3 is due on the 27th of October
**Exercise #4: Team Sales Presentation - 10 Points**
This is a team exercise. On the first day of class students will be assigned into teams. For this exercise, your team will assume that one of your prospects responded to your direct-mail letter and you now have 10 minutes to present, overcome objections, and close the sale.

You will need a detailed presentation plan, a list of potential objections and responses, and a cache of closes. You will present as a team, in class.

During the presentation you will identify the customer's needs and display how you will bring value and fulfill these needs. For this project you will also produce, and hand in, a one-page executive summary and presentation materials. Refer to the schedule below for the date that your team is scheduled to present.

**Exam #1- Mid-Term**
There will be a midterm exam. The exam will focus on the textbook (chapters 1 - 9), assignments, class lectures, videos, Blackboard postings. The exam will be multiple-choice questions. A make-up exam will be given in extreme cases only and must be scheduled with the instructor prior to the scheduled exam time.

**Exam #2 - Final**
There will be a final non-cumulative exam administered during Final Exam week. The exam will focus on the textbook (chapters 10 – 14), class lectures, videos, Blackboard postings and guest speakers. The exam will be multiple-choice questions. A make-up exam will be given in extreme cases and must be scheduled with the instructor prior to the scheduled exam time.

**Class Participation**
You are expected to attend all classes to successfully complete this course. If you don’t attend class, you cannot participate. It is recognized that absences may be unavoidable because of an illness or family emergency. In this event, students are expected to keep up with the readings and assignments.

The class will be run similar to a sales meeting/training where Professor Johnson is the Sales Manager and students are the Sales Representatives, thus class attendance is required. Similar to the real world, **You** are expected to show up on time (attend class) and **you** are responsible for the academic consequences of absence (ie: lose the opportunity to meet with the client/make a sale). You are responsible for obtaining notes for any material missed due to class absence. Students are responsible for completing assignments, obtaining notes and any handouts, and keeping themselves informed of any announcements made in class, irrespective of attendance.

Your class-participation grade will be an assessment of **your attendance and your active participation**. Active participation includes answering specific questions and/or adding your personal perspective to the lecture as well as being prepared for any assigned role plays and/or cases. There are several opportunities to offer personal examples of sales interactions. The course is significantly enhanced by student participation, and that participation will be rewarded.
ACADEMIC INTEGRITY: The code of academic integrity applies to all courses in the George Washington School of Business. Please become familiar with the code. All students are expected to maintain the highest level of academic integrity throughout the course of the semester. Please note that acts of academic dishonesty during the course will be prosecuted and harsh penalties may be sought for such acts. Students are responsible for knowing what acts constitute academic dishonesty. The code may be found at: http://www.gwu.edu/integrity/code.html

UNIVERSITY POLICIES: Religious Accommodation

Students should notify faculty during the first week of the semester of their intention to be absent from class on their day(s) of religious observance. Faculty should extend to these students the courtesy of absence without penalty on such occasions, including permission to make up examinations. Faculty who intend to observe a religious holiday should arrange at the beginning of the semester to reschedule missed classes or to make other provisions for their course-related activities.

Disability Support Services (DSS)

Any student who may need an accommodation based on the potential impact of a disability should contact the Disability Support Services office at 202-994-8250 in the Rome Hall, Suite 102, to establish eligibility and to coordinate reasonable accommodations. For additional information please refer to: gwired.gwu.edu/dss/

Mental Health Services 202-994-5300

The University's Mental Health Services offers 24/7 assistance and referral to address students' personal, social, career, and study skills problems. Services for students include: crisis and emergency mental health consultations, confidential assessment, counseling services (individual and small group), and referrals. counselingcenter.gwu.edu/
## Fall 2016 Tentative Schedule*

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Class Topics and Readings</th>
<th>Assignment Due</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>9/1</td>
<td>Introduction and Course Overview. (Syllabus review, Info Card discussion, Individual &amp; Team assignments)</td>
<td>Questions on Syllabus&lt;br&gt;Review Info Card w/ Picture&lt;br&gt;- Individual Number = 1&lt;sup&gt;st&lt;/sup&gt; #&lt;br&gt;- Team Number = 2&lt;sup&gt;nd&lt;/sup&gt; #</td>
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<tr>
<td>Week 2</td>
<td>9/8</td>
<td>Chapter 1 - Introduction to Personal Selling&lt;br&gt;Chapter 2 - Adjusting to the Dynamic Personal Selling Environment</td>
<td>Acquire Textbook&lt;br&gt;Picure for Info Card&lt;br&gt;Role-Play 1.2, 2.1, 2.2&lt;br&gt;Case 1.1</td>
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<td>Week 3</td>
<td>9/15</td>
<td>Chapter 3 - Ethical and Legal Considerations in Personal Selling&lt;br&gt;Chapter 4 - Prospecting and Qualifying&lt;br&gt;Begin Exercise #1 - Individual Book Presentations (1-6)</td>
<td>Role-Play 3.1, 4.2&lt;br&gt;Case 3.1</td>
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<tr>
<td>Week 4</td>
<td>9/22</td>
<td>Chapter 5 - Planning the Sales Call&lt;br&gt;Chapter 6 - Sales Presentation and Demonstration&lt;br&gt;Continue Exercise #1 - Individual Book Presentations (7-12)</td>
<td>Role-Play 5.2, 6.1</td>
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<td>Week 5</td>
<td>9/29</td>
<td>Collect Exercise #2 - Prospecting Plan&lt;br&gt;Chapter 7 - Negotiating Sales Resistance and Objections&lt;br&gt;Continue Exercise #1 - Individual Book Presentations (14-18)</td>
<td>Prospecting Plan&lt;br&gt;Role-Play 7.1&lt;br&gt;Case 7.1</td>
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<td>Week 6</td>
<td>10/6</td>
<td>Chapter 8 - Confirming and Closing the Sale&lt;br&gt;Continue Exercise #1 - Individual Book Presentations (19-24)</td>
<td>Role-Play 8.2&lt;br&gt;Case 8.1</td>
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<td>Week 7</td>
<td>10/13</td>
<td>Chapter 9 - Following Up and Servicing the Account&lt;br&gt;Mid-Term Exam Review (Chapters 1 - 9)</td>
<td>Role-Play 9.2&lt;br&gt;Case 9.1</td>
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<td>Week 8</td>
<td>10/20</td>
<td>Mid-Term Exam (Chapters 1-9 plus assignments, class notes, videos)</td>
<td>Mid-Term Exam</td>
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<td>Week 9</td>
<td>10/27</td>
<td>Collect Exercise #3 - Prospecting Correspondence&lt;br&gt;Chapter 10 - Understanding and Negotiating with Organizational Buyers</td>
<td>Prospecting Correspondence&lt;br&gt;Role-Play 10.2</td>
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<td>Week 10</td>
<td>11/3</td>
<td>Chapter 11 - Strategic Understanding of Your Company, Products, Competition, and Markets</td>
<td>Role-Play 10.2, 11.1&lt;br&gt;Case 11.1</td>
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<td>Week 11</td>
<td>11/10</td>
<td>Chapter 12 - Communicating Effectively with Diverse Customers&lt;br&gt;Begin Exercise #4 - Sales Presentations Teams 1-4</td>
<td>Role Play 12.1&lt;br&gt;Case 12.1</td>
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<td>Week 12</td>
<td>11/17</td>
<td>Chapter 13 - Managing Your Time and Your territory&lt;br&gt;Exercise #4 - Sales Presentations Teams 5-8</td>
<td>Role Play 13.2&lt;br&gt;Case 13.1</td>
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<td>Week 13</td>
<td>11/24</td>
<td>Thanksgiving Holiday Break</td>
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<td>Week 14</td>
<td>12/1</td>
<td>Guest Speaker</td>
<td>Mandatory Attendance</td>
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<td>Week 15</td>
<td>12/8</td>
<td>Chapter 14 - Starting Your Personal Selling Career&lt;br&gt;Exercise #4 - Sales Presentations Teams 9-12&lt;br&gt;Final Exam Review (Chapters 10-14)</td>
<td>Role-Play 14.1&lt;br&gt;Case 14.1</td>
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<tr>
<td>Week 16</td>
<td>12/15</td>
<td>Final Exam (Chapters 10-14) plus class notes, videos, articles, guest speakers</td>
<td>Plan on same classroom/same time</td>
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*NOTE: In accordance with university policy, the final exam will be given during the final exam period and not the last week of the semester*

*The professor reserves the right to make any necessary changes to the schedule.*