

## Fermanian School of Business

More Than the Bottom Line: Business Education to Change the World



## MKT3034 Professional Selling and Sales Management

3 units

Fall 2020

<b>Meeting days:</b> Wednesday	<b>Instructor:</b> Dr. Randy Waynick
<b>Meeting times:</b> 6:00 pm - 8:45 pm	<b>Phone:</b> 612-910-9353
<b>Meeting location:</b> Liberty Station	<b>E-mail:</b> rwaynick@pointloma.edu
<b>Additional info:</b> Zoom TBD	<b>Office hours:</b> By appointment as requested FSB 134
<b>Final Exam:</b> University Schedule	<b>Additional info:</b>

### PLNU Mission

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

### Fermanian School of Business Mission Statement

**Character – Professionalism – Excellence – Relationships – Commitment - Innovation**

As members of a vital Christian community, we strive to provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice.

### COURSE DESCRIPTION

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Overview of the role of a salesperson and the sales function. Development and execution of sales presentation with attention to prospecting, sales call planning, the approach, the presentation, negotiation, closing, and after-sale follow-up and service. Selected sales management topics include recruiting, training, motivating, and evaluating salespeople, as well as ethical issues and perspectives.

## **COURSE LEARNING OUTCOMES**

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1. Define terms, basic principles, generalizations and theories in sales and sales management (PLO 1 & G1).
2. Examine the role of sales management in the successful implementation of a marketing strategy (PLO G1 & G2).
3. Distinguish between the different types of customer needs in various contexts (PLO G2).
4. Formulate value propositions (PLO G2).
5. Present a successful sales pitch, including how to overcome objections and closing a deal, using effective verbal communication (PLO 3 & G1).

## **COURSE CREDIT HOUR INFORMATION**

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In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3 unit class delivered over 16 weeks. Specific details about how the class meets the credit hour requirement may be provided upon request.

## **REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES**

SELL 6, 6th Edition, Thomas N. Ingram, Raymond W. (Buddy) LaForge, Ramon A. Avila, Charles H. Schwepker, Michael R. Williams, 2017

ISBN13: 9781337408004

ISBN10: 133740800X

**Sales Management: Analysis and Decision Making, 9<sup>th</sup> Ed.**, Ingram, Thomas N., LaForge, Raymond W., Avila, Raymon A., Schwepker, Charles H., Williams, Michael R., Routledge, 2015

ISBN-10: 0765644517 ISBN-13: 978-0765644510

**NOTE:** Students are responsible to have the required textbooks prior to the first day of class. Students are also encouraged to begin reading the books in preparation for the class as soon as possible.

## **ASSESSMENT AND GRADING**

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It is important to read the comments posted in the Grades as these comments are intended to help you improve your work. Final grades will be posted within one week of the end of the class. Grades will be based on the following:

### Deliverables for this course

An understanding of the profession of sales as a part of an organization and as an individual. Material will include best practices in sales management and how ideas will apply to future selling organizations.

There will be weekly assignments in Canvas for reading and discussion. These must be done on time and with well-developed and material supported responses. Additionally you will be required to submit essay responses throughout the course to gauge learning and application of the key concepts. We will be working with two key text and many supplemental articles or library resources. You will be required to supplement your responses and discussion with current article related to the topic being studied. We will be reading two chapters a week in the text and complete a quiz every week.

Finally, there are a number of videos to watch and additional assigned reading (articles) that will require responses to questions listed in Canvas discussion boards. These video/articles are intended to help you to really think through the role of sales in any corporation/organization.

### Grading Points

Group assignment	260	13 x 20 points
Quizzes	120	12 x 10 points
Midterm	100	
Final	100	
Paper	100	
Evaluations	40	Mid-Course and Final evaluation.
Total	1,000	

**Standard Grade Scale Based on Percentage of Points Earned**

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
A 950-1,000	B+ 870-899	C+ 770-799	D+ 690-699	F Less than 650
A- 900-949	B 830-869	C 730-769	D 670-689	
	B- 800-829	C- 700-729	D- 650-669	

**Grade Scale**

**INCOMPLETES AND LATE ASSIGNMENTS**

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All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Incompletes will only be assigned in extremely unusual circumstances.

**SPIRITUAL CARE**

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Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith.

If students have questions, a desire to meet with the chaplain or have prayer requests you can contact the [Office of Spiritual Development](#).

**STATE AUTHORIZATION**

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State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student’s responsibility to notify the institution of any change in his or her physical location. Refer to the map using the below link to view which states allow online (distance education) outside of California.

<https://www.pointloma.edu/offices/office-institutional-effectiveness-research/disclosures>

**PLNU COPYRIGHT POLICY**

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Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

## **PLNU ACADEMIC HONESTY POLICY**

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Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See Academic Policies in the PLNU Catalog for further policy information.

## **PLNU ACADEMIC ACCOMMODATIONS POLICY**

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While all students are expected to meet the minimum standards for completion of this course as established by the instructor, students with disabilities may require academic adjustments, modifications or auxiliary aids/services. At Point Loma Nazarene University (PLNU), these students are requested to register with the Disability Resource Center (DRC), located in the Bond Academic Center. (DRC@pointloma.edu or 619-849-2486). The DRC's policies and procedures for assisting such students in the development of an appropriate academic adjustment plan (AP) allows PLNU to comply with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Section 504 (a) prohibits discrimination against students with special needs and guarantees all qualified students equal access to and benefits of PLNU programs and activities. After the student files the required documentation, the DRC, in conjunction with the student, will develop an AP to meet that student's specific learning needs. The DRC will thereafter email the student's AP to all faculty who teach courses in which the student is enrolled each semester. The AP must be implemented in all such courses. If students do not wish to avail themselves of some or all of the elements of their AP in a particular course, it is the responsibility of those students to notify their professor in that course. PLNU highly recommends that DRC students speak with their professors during the first two weeks of each semester about the applicability of their AP in that particular course and/or if they do not desire to take advantage of some or all of the elements of their AP in that course.

## **PLNU ATTENDANCE AND PARTICIPATION POLICY**

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Regular and punctual attendance at all **synchronous** class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions (virtual or face-to-face), the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. In some courses, a portion of the credit hour content will be delivered **asynchronously** and attendance will be determined by submitting the assignments by the posted due dates. See Academic Policies in the Academic Catalog. If absences exceed these limits but are due to university excused health issues, an exception will be granted.

### **Asynchronous Attendance/Participation Definition**

A day of attendance in asynchronous content is determined as contributing a substantive note, assignment, discussion, or submission by the posted due date. Failure to meet these standards

will result in an absence for that day. Instructors will determine how many asynchronous attendance days are required each week.

**\*NOTE\*** As we will start as an Online course the hope is that based on health guidelines we will move into a Hybrid model at some point in the fall. I am including the information for both modalities of teaching.

***Face-to-Face courses only:***

Regular and punctual attendance at all classes is considered essential to optimum academic achievement. If the student is absent from more than 10 percent of class meetings, the faculty member can file a written report which may result in de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. See Academic Policies in the Academic Catalog for additional detail.

***Fully online 3-unit courses only:***

Students taking online courses are expected to attend each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes posting in a graded activity in the course. (Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.) Students who do not attend at least once in any 3 consecutive days will be issued an attendance warning. Students who do not attend at least once in any 7 consecutive days will be dropped from the course retroactive to the last date of recorded attendance. Students who anticipate being absent for an entire week of a course should contact the instructor in advance for approval and make arrangements to complete the required coursework and/or alternative assignments assigned at the discretion of the instructor. Acceptance of late work is at the discretion of the instructor and does not waive attendance requirements.

***Hybrid 3-unit courses only:***

At Point Loma Nazarene University, attendance is required at all scheduled classes. Hybrid format means some class meetings will be face-to-face and some will be online. Attendance in the face-to-face classes is to be for the entire time of the class. Arriving late or leaving early will be considered a partial absence. A day of attendance in an online class is determined as contributing a substantive note, assignment, discussion, or submission that adds value to the course as determined by the instructor. Three days of attendance are required each week.

**Face-to-face Portion of the Hybrid course**

In blended or hybrid courses, if a student misses one face-to-face class then the faculty member will send an email to the student and the Director of Student Success warning of attendance jeopardy. There are no exceptions to this policy.

If a student misses two face-to-face classes, the faculty member or Vice Provost for Academic Administration (VPAA) will initiate the student's de-enrollment from the course without further advanced notice to the student. If the date of de-enrollment is past the last date to withdraw

from a class, the student will be assigned a grade of “F” and there will be no refund of tuition for that course.

#### Online Portion of the Hybrid Course

If a student misses two online classes (fails to contribute to a discussion board) during the course, then the faculty member will send an email to the student and the Director of Student Success warning of attendance jeopardy. There are no exceptions to this policy.

If a student misses three online classes (fails to contribute to a discussion board by the due date) during the course, then the faculty member or Vice Provost for Academic Administration (VPAA) will initiate the student’s de-enrollment from the course without further advanced notice to the student. If the date of de-enrollment is past the last date to withdraw from a class, the student will be assigned a grade of “F” and there will be no refund of tuition for that course.

1 missed F2F class = warning

2 missed F2F classes = de-enrollment

2 missed online classes = warning

3 missed online classes = de-enrollment

#### **USE OF TECHNOLOGY**

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In order to be successful in the online environment, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements](#) information. Additionally, students are required to have headphone speakers compatible with their computer available to use. If a student is in need of technological resources please contact [student-tech-request@pointloma.edu](mailto:student-tech-request@pointloma.edu).

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

#### **FINAL EXAMINATION POLICY**

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Successful completion of this class requires taking the final examination **on its scheduled day**. No requests for early examinations or alternative days will be approved.

#### **COURSE SCHEDULE AND ASSIGNMENTS**

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<b>Week</b>	<b>Dates</b>	<b>Topic</b>	<b>Reading</b>
<b>1</b>	<b>8/17- 8/23</b>	<b>Personal Selling-Trust/Ethics</b>	<b>Ch. 1 &amp; 2 Sell 6</b>
<b>2</b>	<b>8/24-8/30</b>	<b>Buyer/Communication</b>	<b>Ch. 3 Sell 6</b>
<b>3</b>	<b>8/31-9/6</b>	<b>Prospect &amp; Preparation</b>	<b>Ch. 4 &amp; 5 Sell 6</b>
<b>4</b>	<b>9/7-9/13</b>	<b>Value and Commitment</b>	<b>Ch. 6 Sell 6</b>
<b>5</b>	<b>9/14-9/20</b>	<b>Customer Relationships</b>	<b>Ch. 7 Sell 6</b>
<b>6</b>	<b>9/21-9/27</b>	<b>Overcoming Obstacles</b>	<b>Ch. 8 &amp; 9 Sell 6</b>
<b>7</b>	<b>9/28-10/4</b>	<b>Self Leadership</b>	<b>Ch. 10 Sell 6</b>
<b>8</b>	<b>10/5-10/11</b>	<b>Sales as a Profession</b>	<b>Ch 1-10</b>
<b>9</b>	<b>10/12-10/18</b>	<b>Midterm</b>	
<b>10</b>	<b>10/19-10/25</b>	<b>Sales Management</b>	<b>Ch. 1 &amp; 2 Sales Mgt</b>
<b>11</b>	<b>10/26-11/1</b>	<b>Sales Strategic value.</b>	<b>Ch. 3 &amp; 4 Sales Mgt</b>
<b>12</b>	<b>11/2-11/8</b>	<b>Sales Talent &amp; Development</b>	<b>Ch. 5 &amp; 6 Sales Mgt</b>
<b>13</b>	<b>11/9-11/15</b>	<b>Leadership</b>	<b>Ch. 7 &amp; 8 Sales Mgt</b>
<b>14</b>	<b>11/16-11/22</b>	<b>Measurement and Metrics</b>	<b>Ch. 9 &amp; 10 Sales Mgt</b>
<b>15</b>	<b>11/23-11/29</b>	<b>Final Exam</b>	<b>Ch 1-10 Sales Mgt</b>
<b>16</b>	<b>11/30-12/4</b>	<b>Paper</b>	