MAR 3400 Professional Selling Syllabus
Spring 2012 Lutgert College of Business

Instructor: Norman S. Stern
Department: Marketing
Office Hours: M-W 8:00-9:00/11:00-12 Noon
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Textbook: Fundamentals of Selling

Course Description:
In-depth, experiential study of the entire relationship selling process in consumer and
business-to-business selling environments, from prospecting to follow-up, using problem-
solving selling strategies, practices and techniques. (Junior standing required).

Course Outline:
This course surveys the practice of professional selling steps in a logical and orderly
sequence. A major focus of the course is on the three key pillars of integrity,
trustworthiness and character. Thus, ethical behavior and the Golden Rule are integral to
success in selling. The course covers an assortment of selling skills like listening,
communications, handling objections, and closing. Students are taught that successful
salespeople learn to be a helper, a problem solver and an advisor to the customer. The
successful salesperson will unselfishly persuade a prospective customer to buy a good, a
service or an idea that benefits the customer. Finally, the course will provide the student
with an understanding of how the function of professional selling fits into the overall
marketing mix.

Course Content:
Class meetings will consist of lectures and discussion. Students will read 15 cases and
prepare one-page case papers, handed in on the due date. **Five (5) points will be
deducted from your overall point score for each missing case paper.** Case papers are
assigned to produce a learning outcome; therefore, they must be handed in on time.
They are not to be considered a term project. The Instructor’s record of case papers
handed in will be the final determinant. Each student will complete a term project,
culminating in a written paper and an oral Power Point presentation.
Academic Behavior Standards and Academic Dishonesty
All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under the Student Code of Conduct and Policies and Procedures sections. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at "http://studentservices.fgcu.edu/judicialaffairs/new.html"

Disability Accommodations Services:
Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university’s guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please see me or contact the Office of Adaptive Services. The Office of Adaptive Services is located in Howard Hall 137. The phone number is 590-7956 or TTY 590-7930

Diversity Statement:
Florida Gulf Coast University is committed to building and maintaining a diverse, accessible, civil, and supportive learning community. It fosters respect and understanding among all cultures and all individuals who work, study, live, and teach within this community. Bigotry, expressions of hatred or prejudice, behaviors that infringe upon the freedom and respect that every individual deserves, and harassment of any kind transgress the university's purposes and values. Just as learning benefits from the interplay of teaching and scholarship in a variety of disciplines, so does the university community learn and profit from diverse cultures and perspectives.

Student Observance of Religious Holidays
All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.
Attendance/Absences:
Class attendance is a requirement of the course. Only one unexcused absence will be allowed. Attendance will be taken at the beginning of each session. Any student caught signing the attendance sheet for another student will be in violation of the Honor Code and will be reported to the Dean of the College of Business. Late arrival to class is discourteous to the other students. Three (3) late arrivals will equal one unexcused absence. Excessive unexcused absences may result in a lower grade.

Classroom Decorum:
The classroom is not a place for social interaction. Students may not e-mail, text or otherwise make contact with others. This includes “gossiping” with your neighbor. Laptops, PDA’s, etc. may be used only for note taking.

Term Project:
Each student will complete a term project consisting of 3-5 interviews with professional salespersons that will provide the required data to prepare a term paper and an oral Power Point presentation.

The following Interview Guide must be used by each student:

1) Why did you choose a career in selling?

2) What have you found to be the most satisfying element of your job in sales? What is the most dissatisfying element in selling that you’ve experienced?

3) Do you make use of the “relationship marketing” concept in your sales work? (make sure that you define what is meant by this term).

4) Does your company have a written code of ethics? May I see it? (If not, ask if the sales professional has his/her own code and how this affects their work. If you get a copy, please attach it to your report)

5) Given the product (service) that you sell, what are the most important reasons why people buy your product (service) Ask about FAB: Features, Advantages, Benefits?

6) Please discuss the importance of effective communication to selling success in your business. Include advertising, social networking, direct marketing, the Web, direct customer contact, etc.

7) Some people have said that comprehensive sales knowledge (product, customers, technologies) is the key to sales success. Do you agree with this? Why is this so?
8) Do you prospect for new customers? How often? Please give examples of techniques that you now use to find new customers.

9) Before making a sales call, what steps do you take to prepare yourself for the meeting?

10) Every salesperson has his/her own selling style. What techniques do you use that you believe sets you apart from other salespersons?

11) If you could change anything to make your job easier, what would it be? Please give details.

The more professional salespeople you can find to interview, the better, but you must do at least three comprehensive interviews. Remember, you are not limited to one company. The term paper will focus on a comparison with what is learned in these interviews with what is learned from the text and from class lectures and discussions.

Each student will hand in a one-page proposal of their term paper plan on January 25. Your proposal will discuss the scope of the project and answer the questions of who, what, where, when and how your project will be completed.

Each class member will be required to make a one-minute oral Progress Report to the class on February 20 through February 29. Consequently, it will be to your advantage to begin your project as soon as possible.

Class Participation/Attendance:
Each student is expected to attend every class session, but one. This will account for 50% of your Class Participation grade. The balance of this grade component will be based on what you do while you are in class.

Each student is expected to actively contribute to class discussions, as this mirrors real life business situations and this is the way we all learn from each other. Thus, a component of your grade will be based on your classroom performance. Even though we have a lot of material to cover, there will be ample time for discussion. Raise your hand often. While you are not expected to know the correct answer every time, if you have been keeping up with the reading, you should be able to answer most questions. In any event, each student will be called upon during class meetings, even if your hand is not raised.

Your presence in class is necessary to class participation. Thus, excessive absences will result in a lower grade for this grade component.
Your successful role in class discussion will necessarily be a value judgment by me, not subject to negotiation. In other words, if you “actively” participate, you will get a good grade for this course segment.

**Eagle E Mail:**
Checking your Eagle e mail each day is a basic course requirement, as I will be mailing documents, reminders, and other messages on a frequent basis. “I forgot to check my e mail” is not an acceptable excuse for anything.

**Assignments:**
Reading assignments from the textbook must be read **before** each class meeting so that you are prepared for the day’s subjects and can answer questions when you are called upon.

**Exams:**
There will be a Midterm and Final Examination. Each exam will consist of 100 multiple choice questions. The Midterm Exam will cover Chapters 1-8 and be given on Wednesday, February 15. The Final Exam will cover Chapters 9-17 and be given on Wednesday, April 25.

Students are warned in advance not to schedule “cruises” or “family reunions” during exam week as this will not be a valid excuse for missing the final. Students must purchase two (2) Scantron sheets.

**Grading Policy:**
There will be Eight (7) components to your final grade:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Midterm Examination</td>
<td>100</td>
</tr>
<tr>
<td>Final Examination</td>
<td>100</td>
</tr>
<tr>
<td>Written Term Paper*</td>
<td>100</td>
</tr>
<tr>
<td>Oral Term Paper Presentation*</td>
<td>100</td>
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<tr>
<td>Progress Report*</td>
<td>50</td>
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<tr>
<td>Class Participation*</td>
<td>100</td>
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<tr>
<td>Case Papers</td>
<td>50</td>
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<td><strong>Total</strong></td>
<td><strong>600</strong></td>
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**Oral Term Project Report:**
Each student will prepare a **3-minute Oral Power Point presentation** to the class summarizing what he/she learned while conducting the research. Since the oral report is a synthesis of the written term paper, please do not prepare it before completing at least a first draft of the written term paper.
**Learning Objective #1**
To achieve a broad understanding of the fundamentals of professional selling, including prospecting, sales knowledge, planning, developing customer profiles, communications, sales presentations, handling objections and closing.

**Accomplished By:**
Lectures, discussion, readings, case studies and two examinations.

**Learning Objectives #2**
To gain an understanding of what the occupation of professional salesperson is like in the real world.

**Accomplished By:**
Students will interview three professional salespersons from a variety of businesses. Each student will write a term paper, based on the information learned by getting answers to the questions posed in the Interview Guide. Students will compare the responses received with material from lectures and the textbook. There will be an orally-presented Progress Report at midterm, plus a formal comprehensive Power Point oral presentation of what was learned, given by each student at the term’s conclusion.

**Learning Objective #3**
Students will learn the “Golden Rule” of selling and how maintaining the highest standards of ethical conduct can benefit both the customer and the salesperson, how customer relationship management works to build trust between customer and salesperson.
Accomplished By:
Assigned readings in the textbook, study of Ethical Dilemmas in the text, preparation of case papers, presentation of examples by the Instructor and extensive discussions among students in the classroom.

Angel:
This Syllabus, Announcements, Grades, and other important material will be posted on Angel, however, we will rely ONLY on Eagle E Mail for student-teacher communication.

Prior Notification Responsibility of Students:
No makeup will be allowed for any student who does not show up in class for a scheduled oral presentation, exam or other assigned activity without prior notification to and approval of the Instructor. In such a case, the student will receive a grade of 0 for that assignment.

It is recognized that a student may, for one reason or another, not finish the required work of the course and apply for a late withdrawal, or a grade of Incomplete, after the official final withdrawal date. The Instructor will not contemplate any change of grade or grade status in such cases, unless the student (or someone who speaks for the student) makes this request before the end of the semester. In such cases, the student or his/her representative, must offer proof to explain the reasons why the student is unable to complete the requirements of the course. The Instructor will then, in consultation with the Advising Office, determine if such a grade change is warranted.

If a student does not complete one or more assignments of the required work and/or ceases attendance prior to the end of the semester without such prior notification, a course grade of F will be entered for the student.

Study Assignments: Each student is given 6 chances to learn the required material:
1) Read the assigned chapter before the Agenda date.
2) Pay attention and participate during class lecture/discussion.
3) Listen to the review during the next class meeting.
4) Review the Study Guide when it is distributed.
5) Be present in class when the Study Guide is reviewed.
6) Using the Study Guide and highlighted passages you marked in the text, study for the exam on your own.
### Meeting Agenda

**January 9**  
**Mon**  

**January 11**  
**Wed**  
**Chapter 1** Life, Times, Career of a Sales Professional  
pp. 4-33 **Appendix One** pp. 38-42 Golden Rule of Selling

**January 16**  
**Mon**  
**Martin Luther King Day** (No Classes)

**January 18**  
**Wed**  
**Chapter 2** Relationship Marketing, pp. 43-63  
Case: Reynolds & Reynolds Team Selling, pp. 67-69

**January 23**  
**Mon**  
**Chapter 3** Ethics, pp. 70-101  
**GREEN EARTH CASE ORAL PRESENTATIONS**  
Case: Dumping Inventory, p. 365-366

**January 25**  
**Wed**  
**Chapter 4** Psychology of Selling, pp.110-136  
Case: Economy Ceiling Fans, pp. 143-144  
Case: McDonald’s Ford Dealership, pp.144-145  
**Hand in Term Paper Proposal Today (2 copies)**

**January 30**  
**Mon**  
**Chapter 5** Communication, pp. 146-168  
**Appendix 2** Dress For Success pp. 175-178  
Case: Skaggs Manufacturing, pp. 172  
Case: Alabama Office Supply, p. 173

**February 1**  
**Wed**  
**Chapter 6** Sales Knowledge pp. 179-201  
**Appendix 3** Sales Arithmetic pp. 206-215  
Case: McBath Women’s Apparel, pp. 218-219

**February 6**  
**Mon**  
**Chapter 7** Prospecting, pp 224-247  
Case: Montreal Satellite, p. 251

**February 8**  
**Wed**  
**Chapter 8** Planning the Sales Call, pp. 252-268  
Case: Machinery Lubricants, p. 274

**February 13**  
**Mon**  
**Midterm Exam Review**
February 15  Wed  **Midterm Exam**

February 20  Mon  **Chapter 9**  Select Sales Presentation Method, pp. 276-296  
*Case: Negotiating With a Friend, p. 301*

**Term Paper Progress Reports**

February 22  Wed  **Term Paper Progress Reports**

February 27  Mon  **Term Paper Progress Reports**

February 29  Wed  **Term Paper Progress Reports**

March 5 & 7  Mon-Wed  **Spring Break (no classes)**

March 12  Mon  **Chapter 10**  Begin Presentation Strategically, pp. 302-325  
*Case: The Copy Corporation, p. 33-331*

**Chapter 11**  Elements of Great Presentation  pp. 334-358

March 14  Wed  **Chapter 12**  Welcome Prospect’s Objections  pp. 367-397  
*Case: Ace Building Supplies, p. 401-402*

**Chapter 13**  Closing Begins Relationship  pp. 403-429  
*Case: Skaggs Omega, p. 435*

March 19  Mon  **Chapter 14**  Service & Follow Up, pp. 438-461  
SELL THOSE DOCTORS (PRESENTATION IN CLASS)

March 21  Wed  **Chapter 15**  Time, Territory, Self-Management, pp. 468-485

March 23  Fri  **Last Day to Withdraw Without Academic Penalty**

March 26  Mon  **Guest Speaker (TBD)**

March 28  Wed  **Chapter 16**  Planning, Staffing, Training, pp. 491-518  
*Case: The Wilson Company, p. 521-522*

**Chapter 17**  Motivation, Compensation, Leadership  pp. 523-545, *Case: Baxter Surgical, pp. 549-550.*

April 2  Mon  **Term Paper Oral Presentations**

April 4  Wed  **Term Paper Oral Presentations**

April 9  Mon  **Term Paper Oral Presentations**
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<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Event</th>
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<tbody>
<tr>
<td>April 11</td>
<td>Wed</td>
<td>Term Paper Oral Presentations</td>
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<tr>
<td>April 16</td>
<td>Mon</td>
<td>Guest Speaker (TBD)</td>
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<tr>
<td>April 18</td>
<td>Wed</td>
<td>Guest Speaker TBD</td>
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<tr>
<td>April 23</td>
<td>Mon</td>
<td>Final Exam Review (Balance of Oral Presentations, if necessary (WRITTEN TERM PAPERS DUE TODAY))</td>
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<tr>
<td>April 27</td>
<td>Fri</td>
<td>FINAL EXAM 1:30-4:15 pm Room 1201 Lutgert</td>
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