Course: **Professional Selling MAR 3400. CRN 12801**  
Instructor: Dr. Yvette M. Holmes  
Instructor’s Office Hours: Contact instructor via Canvas  
Instructor’s Email: yholmes@fgcu.edu  
Instructor’s Office Phone: N/A

### 1. Class Meeting

Online Instruction

### 2. Resources

Author: Futrell  
Title: Fund of Selling Edition: 13th  
Publisher: McGraw-Hill  
ISBN13: 9780077861018  
Required: Yes

Author: Roger Brooksbank  
Title: Close That Sale!  
Publisher: Hodder  
Edition: Paperback; 2012-01-01  
ISBN: 1444104942  
ISBN13: 9781444104943  
Required: No, Recommended

Other resources to be downloaded from Canvas as directed.

### 3. LCOB Mission Statement

The mission of the Lutgert College of Business can be found at [http://www.fgcu.edu/CoB/MissionVision.html](http://www.fgcu.edu/CoB/MissionVision.html)

### 4. Course Description

MAR 3400 is an 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).

A successful salesperson needs to be customer oriented, knowledgeable and skilled. This course is concerned with developing abilities in these areas, together with an understanding of how theory translates into practice.
5. Teaching Philosophy
Throughout my educational pursuits, a number of teachers and mentors inspired me (and required me) to pursue excellence. I chose this profession for a number of reasons, one of which is that I have a strong desire to make a difference in students’ lives – thus enriching my own. I personally know the impact of having a caring and mentoring instructor, and hope to leave the same impression on the students entrusted to me. As a result, my teaching philosophy has three primary components: (1) interpersonal style, (2) applied learning and skill development, and (3) continuous improvement and dedication.

6. Learning Objectives
Students who successfully complete this course should be able to:

1. Articulate the role of personal selling as part of a company’s promotional mix.
2. Articulate professional selling as a step-by-step process, including all the key principles, concepts, tools, and techniques it incorporates.
3. Demonstrate the ability to prepare for, plan, and execute a sales presentation.
4. Explain how the theory translates into the practice of professional selling.
5. Demonstrate an ability to self-evaluate, analyze, and reflect upon what constitutes effective versus ineffective sales presentations.

7. 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

Students are responsible for doing their own work and avoiding all formats of academic dishonesty. The most common academic honesty violations are cheating and plagiarism (these are different). Cheating includes, but is not limited to, submitting material that is not one’s own, using information or devices that are not allowed by the faculty member, obtaining and/or using unauthorized material (including instructor resources/materials, fabrication of information, violating procedures prescribed to protect the integrity of a test, or evaluative exercise, collaborating with others on assignments without the faculty member's consent, cooperating with or helping another student to cheat, having another person take an examination in the student's place, altering exam answers and requesting that the exam be re-graded, and/or communicating with any student during an exam other than the faculty member of exam proctor. Plagiarism includes, but is not limited to, directly quoting the words of others without using quotation marks or indented format to identify them, using sources of information (published or unpublished) without identifying them, paraphrasing materials or ideas of others without identifying the sources. NOTE: Any of these activities may lead to an “F” in the course and/or expulsion from the University
8. University Nondiscrimination Statement
Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of Title IX of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC’s phone number is (239)745-4366; the OIEC email address is OIEC@fgcu.edu.

9. 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 the Wellness Building. The phone number is 239-590-7956 or Video Phone (VP) 239-243-9453. In addition to classroom and campus accommodations, individuals with disabilities are encouraged to create their personal emergency evacuation plan and FGCU is committed to providing information on emergency notification procedures. You can find information on the emergency exits and Areas of Rescue Assistance for each building, as well as other emergency preparedness materials on the Environmental Health and Safety and University Police Department websites. If you will need assistance in the event of an emergency due to a disability, please contact Adaptive Services for available services and information.

10. 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.

11. Resources for Faculty General Education
Information on General Education program requirements is available online at http://www.fgcu.edu/General_Education/index.html
12. Service-Learning
Information on integrating service-learning into the course and course syllabus is available online at http://www.fgcu.edu/Connect/

13. Distance-Learning
Information on distance learning courses is available online at http://itech.fgcu.edu/distance/

14. Online Tutorials
Information on online tutorials to assist students is available online at http://www.fgcu.edu/support/Approved

15. Canvas Learning Management System and Demonstration Site Information on Canvas
Available online at http://canvas.fgcu.edu/ and https://fgcu.instructure.com/courses/7692

16. Library Resources
Main Page: http://library.fgcu.edu/
Tutorials & Handouts: http://library.fgcu.edu/RSD/Instruction/tutorials.htm
Research Guides: http://fgcu.libguides.com/
Faculty Support: http://library.fgcu.edu/faculty_index.html
Contact Us: http://library.fgcu.edu/LBS/about/contactus.htm

17. Respondus Monitor – Remote, Online Exam Monitoring
In order to protect the integrity of online assessments that are delivered to students off site in a non-proctored location, this course may employ Respondus Monitor technology that will allow for the web-enabled monitoring of exams and quizzes. Students must own a computer device and an associated webcam that meet the minimum requirements of the University’s standard remote monitoring system. Additional information:

2. Respondus Monitor Faculty Training and Workshops: TBA

Respondus LockDown Browser – Classroom and/or Remote Online Exams
In order to protect the integrity of classroom or remote online exams, this course may employ Respondus LockDown Browser technology that will allow for the student’s temporary restriction to a designated online testing website, disabling the ability to print, copy, access other applications or move to any other URL for the duration of the assessment. This technology may be used on campus in University computer classrooms or for remote delivery of quizzes and exams. [For online classes only: students must own a computer that meets the minimum requirements of the University’s standard lock down browser application.] Additional information:

2. Respondus LockDown Browser Faculty Training and Workshops: TBA
18. Lecture Capture Technology/FGCU Capture – Classroom Recording
This course may employ technology that will allow for audio and/or video recording of live classroom sessions. This lecture capture technology is utilized for the sole purpose of enhancing student learning. It may provide for supplemental student instruction via secure links to recorded session(s), the live stream of courses, presentations of off-site guest speakers and/or the delivery of course instruction utilizing “flipped classroom” methodologies. Student questions and/or comments may be included as a part of any session being recorded. See FGCU-CAPTURE for additional details and training http://aets.fgcu.edu/fgcucapture.asp

19. Class Structure
Weekly assignments are relevant and based on the lecture and the course textbook. All assignments expire at 11:59pm on the designated due date and cannot be submitted after that point.

Regarding, participation and professionalism, students should exhibit ongoing, and positive feedback and dialogue with each other and the instructor in the classroom and in online discussion boards.

Class Schedule/Assignment Adjustments
From time to time, it may be necessary to adjust the class schedule or assignments may be added that are not on the initial syllabus. Any changes will be communicated to you either in class or in Canvas. It is your responsibility to be aware of any changes in schedule or additional assignments posted in Canvas.

Late Assignments
Late assignments are not accepted. Assignments are scheduled at the beginning of the term; therefore, any assignment not submitted by the specified time and date is considered a late assignment. Any assignment missed will receive a grade of zero (0). You may submit an assignment early without penalty.

Electronic Devices (For In-Class Instruction Only)
No electronic devices (i.e., cellphones), or recording devices are to be used, on, or activated during the scheduled class period. Should an electronic device go off during class, your participation/professionalism grade will be impacted.
21. Course Evaluation

17 Weekly Assignments (@ 41.18 points each)

<table>
<thead>
<tr>
<th>Grade</th>
<th>Grade Range</th>
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<tbody>
<tr>
<td>626.2 – 700</td>
<td>A (90% - 100%)</td>
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<tr>
<td>556.2 - 626.1</td>
<td>B (80% - 89%)</td>
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<tr>
<td>486.2 - 556.1</td>
<td>C (70% - 79%)</td>
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<tr>
<td>416.2 - 486.1</td>
<td>D (60% - 69%)</td>
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<tr>
<td>0 - 416.1</td>
<td>F (Below 60%)</td>
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Grades are not negotiable. The final course grade will be determined using the scale above.

22. Tentative Class Schedule

The schedule below is subject to change.

<table>
<thead>
<tr>
<th>Monday Assignment</th>
<th>Saturday Due Date (11:59pm)</th>
<th>Monday Assignment</th>
<th>Saturday Due Date (11:59pm)</th>
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<tbody>
<tr>
<td>Week 1: Week 2:</td>
<td>1/8</td>
<td>Week 3: Week 4:</td>
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<td>1/15</td>
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<td>4/7</td>
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<td>4/14</td>
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Course Overview
Chapter 1: The Life, Times and Career of the Professional Salesperson
Chapter 2: Relationship Marketing: Where Professional Selling Fits
Chapter 3: Ethics First… Then Customer Relationships
Chapter 4: The Psychology of Selling: Why People Buy
Chapter 5: Communication For Relationship Building: It’s Not All Talk
Chapter 6: Sales Knowledge: Customer, Products, Technologies
Chapter 7: Prospecting – The Lifeblood of Selling
Chapter 8: Planning the Sales Call is a Must!
Chapter 9: Carefully Select Which Sales Presentation Method to Use
Chapter 10: Welcome Your Prospect’s Objections
Chapter 11: Elements of a Great Sales Presentation
Chapter 12: Welcome Your Prospects Objections
Chapter 13: Closing Begins the Relationship
<table>
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<tr>
<th>Week 15:</th>
<th>Week 16:</th>
<th>Week 17:</th>
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<td>4/16</td>
<td>4/23</td>
<td>4/30</td>
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<td>4/21</td>
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<td>5/2 (WED)</td>
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<td>4/28</td>
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**Chapter 14: Service and Follow-up for Customer Retention**

**Chapter 15: Time, Territory, and Self-Management: Keys to Success**

**Chapter 16: Planning, Staffing, and Training Successful Salespeople**

**Chapter 17: Motivation, Compensation, Leadership, and Evaluation of Salespeople**