

THE UNIVERSITY OF TEXAS AT TYLER
SOULES COLLEGE OF BUSINESS
SPRING 2021
MARK4350.001 - PERSONAL SELLING

PROFESSOR: Krist Swimberghe

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Office: College of Business Building Suite 312.02 (third floor)

Office Hours: Tue and Thu 10.00 AM – 11.00 am

2.00 PM - 4.00 pm

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Classroom: College of Business Building 103 – **Meeting Times:** Tuesday-Thursday: 8.00 - 9.20 am

TEXT: *Personal Selling: Building Customer Relationships and Partnerships*, 2nd edition by Anderson, Dubinsky, and Mehta

COURSE DESCRIPTION: A study of the selling process with emphasis on the economic aspects of salesmanship and the role of the salesman in buyer-seller relationships.

PREREQUISITE REQUIREMENT: Students are expected to retain (or to review on their own) the required knowledge/skills from the prerequisite course to be used in this class. The prerequisite class for MARK 4350 is MARK3311. The following is a list of the basic knowledge/skills needed from MARK 3311 for this class: four P's, segmentation, differentiation, targeting, positioning, and the marketing concept.

COURSE OBJECTIVES:

- To introduce the student to the industrial selling process, including the activities and techniques involved with each stage of the selling process.
- To provide students the opportunity to gain experience in applying these techniques through classroom role-playing and projects.
- To gain an appreciation for the professionalism needed to perform in the industrial selling field.
- To gain understanding of the career potential provided by the industrial selling field.

➔ Competencies to be demonstrated:

- Knowledge of basic marketing concepts and topics.
- Oral and written communication and presentation skills.
- Critical thinking and problem-solving skills.

➔ Outcomes to successfully complete this course include:

- Demonstrate the ability to successfully create and deliver a personal sales presentation to a prospected customer through the completion of role-playing projects.
- Demonstrate knowledge of the industrial selling process and the current sales environment through satisfactory performance on exams.

TEACHING METHOD: The core material will be presented using a lecture format, except for the first 2 weeks of the semester. Relevant power point slides will be uploaded on Canvas prior to each class session. Students are required to download the slides and bring them to class. Additional instructional methods include in-class exercises, examinations and role plays.

ATTENDANCE: Students are expected to attend each class regularly **AND** on time. Attendance will be taken at the beginning of class and absences for students coming to class late will not be changed. **Any students missing more than 20% of total classes FOR ANY REASON will fail the course.**

COURSE REQUIREMENTS: (this is how you earn your grade)

- **Examinations:** Test material will be derived from both class discussions and the assigned book, even book material not covered in class. There will be a total of two (2) examinations. The examinations may consist of multiple choice, true/false questions, and short answer. Text messaging during an exam will be considered cheating and will result in a grade of zero (0) for the exam.
- **Make-up examinations:** Make-up exams must be arranged in writing before the established test date. Students are not allowed to miss a test and then ask for a make-up exam. You must make arrangements in writing with me before the test is given. Format and timing of the make-up exam are at the discretion of the professor. If you miss a project, you miss the points. No make-up for project points.
- **Projects:** Two individual role-playing projects will be assigned. The projects will cover the industrial selling process. The projects are discussed on a separate page.
- **Grading:**

Examinations 2 @ 100 pts. each
Project 1 @ 100 pts.
Project 2 @ 300 pts.

Total Possible Points = 600 = 100%

Grading Scale

A = 540 – 600
B = 480 – 539
C = 420 – 479
D = 360 – 419
F = 0 – 359

SOULES COLLEGE OF BUSINESS STATEMENT OF ETHICS: The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the College of Business and Technology help students prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both students and faculty of the College of Business and Technology at the University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.
- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.
- Develop an environment conducive to learning.
- Encourage and support student organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus.

ACADEMIC DISHONESTY STATEMENT: The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrates a high standard of individual honor in his or her scholastic work. Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment of the award of a degree, and/or the submission, as one's own work of material that is not

one's own. As a general rule, scholastic dishonesty involves one of the following acts: Cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

University regulations require the instructor to report all suspected cases of academic dishonesty to the Dean of Students for disciplinary action. In the event disciplinary measures are imposed on the student, it becomes part of the students' official school records. Also, please note that the handbook obligated you to report all observed cases of academic dishonesty to the instructor.

DISABILITY STATEMENT: If you have a disability, including a learning disability, for which you request an accommodation, please contact Ida MacDonald in the Disability Support Services office so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodation must provide documentation of his/her disability to the Disability Support Services counselor. For more information, call or visit the Student Services Center located in the University Center, Room 111 or phone 566-7079 (TDD 565-5579).

IMPORTANT COVID-19 INFORMATION FOR CLASSROOMS

Students are required to wear face masks covering their nose and mouth, and follow social distancing guidelines, at all times in public settings (including classrooms and laboratories), as specified by [Procedures for Fall 2020 Return to Normal Operations](#). The UT Tyler community of Patriots views adoption of these practices consistent with its [Honor Code](#) and a sign of good citizenship and respectful care of fellow classmates, faculty, and staff.

Students who are feeling ill or experiencing symptoms such as sneezing, coughing, or a higher than normal temperature will be excused from class and should stay at home and may join the class remotely. Students who have difficulty adhering to the Covid-19 safety policies for health reasons are also encouraged to join the class remotely. Students needing additional accommodations may contact the Office of Student Accessibility and Resources at University Center 3150, or call (903) 566-7079 or email saroffice@uttyler.edu.

RECORDING OF CLASS SECTIONS

Class sessions may be recorded by the instructor for use by students enrolled in this course. Recordings that contain personally identifiable information or other information subject to FERPA shall not be shared with individuals not enrolled in this course unless appropriate consent is obtained from all relevant students. Class recordings are reserved only for the use of students enrolled in the course and only for educational purposes. Course recordings should not be shared outside of the course in any form without express permission.

CLASS SCHEDULE

ASSIGNED READING

Week 1 – Online via live zoom Syllabus Overview
(January 12 and 14) Introduction to Personal Selling

Chapter 1

The zoom link for this class meeting will be e-mailed and posted the day before the class meeting (Monday, January 11th). It is expected that all students attend the zoom meeting at the time of the scheduled class (8 am on January 12th and 14th) and keep their camera's/video turned on. Attendance will be taken!

Week 2 – Online via live zoom

(January 19 and 21) Adjusting to the Dynamic Personal Selling
Environment
Prospecting and Qualifying

Chapter 2

Chapter 4

The zoom link for this class meeting will be e-mailed and posted the day before the class meeting (Monday, January 18th). It is expected that all students attend the zoom meeting at the time of the scheduled class (8 am on January 19th and 21st) and keep their camera's/video turned on. Attendance will be taken!

Week 3

(January 26 and 28)

Planning the Sales Call
Sales Presentation and Demonstration

Chapter 5

Chapter 6

Week 4

(February 1 and 3)

Negotiating and Sales Resistance
Confirming and Closing the Sale

Chapter 7

Chapter 8

Week 5

(February 8 and 10)

Following-Up and Servicing the Account
Exam 1 Preparation
Project Day: Preparing for Project 1

Chapter 9

Week 6

(February 15 and 17)

**Exam 1 (100 Pts)
Project 1 Presentations (100 Pts)**

Week 7

(February 22 and 24)

Project 1 Presentations

Week 8

(March 2 and 4)

Ethical and Legal Considerations
Understanding and Negotiating with
Organizational Buyers
Strategic Understanding of your company and products

Chapter 3

Chapter 10

Chapter 11

Week 9

(March 9 and 11)

SPRING BREAK (NO CLASSES)

Week 10

(March 16 and 18)

Communication Effectively with Customers
Managing your Time and Your Territory

Chapter 12

Chapter 13

Week 11
(March 23 and 25)

Starting Your Personal Selling Career
Exam 2 Preparation
Project Day: Preparing for Project 2
Exam 2 (100 Pts)

Chapter 14

Week 12
(March 30 and April 1)

Project 2 presentations (300 Pts)

Week 13
(April 6 and 8)

Project 2 Presentations (300 Pts)

Week 14
(April 13 and 15)

Project 2 Presentations (300 Pts)

Week 15
(April 20 and 22)

Project 2 Presentations (300 Pts)

Week 16
(April 27 and 29)

Project 2 Presentations (300 Pts)

This is a tentative schedule and the instructor reserves the right to make any changes as are needed.

PROJECT DESCRIPTIONS

Project #1 (100 points)

This project is intended for the student to make use of material previously covered in an attempt to remove the information from the abstract (book) and bring it into practical use (presentation usage). The project will cover the topics that comprise a section of the selling process. Each student must present. The project makes use of role-playing as described below.

This is where you get to demonstrate your excellence in selling. The project will consist of whatever you consider necessary as the salesman/woman. It will begin with the minute you walk in the prospect's office and conclude with the ending of the sales meeting.

The project is a sales call. You are making a sales call on the prospect. The first project requires that each student select a product/service to sell and a prospect to sell to. The sales call will start with the approach and end with the closing. The prospect will be another student.

The prospect will be responsible for providing objections and answering questions from the salesman/woman. The salesman/woman may provide the prospect with any background information necessary, so the prospect is educated in the product/service category.

The projects are to be performed in a professional manner with no exceptions. No laughing, giggling, squirming in your chair, or funny faces. Professional dress is not required for the first project but is required for the final project. The truth is that you will have to make numerous presentations once you are in the work force and the sooner you get comfortable with the idea the better.

An example of project 1: - sell baseball gloves to Hibbets Sports
sell office furniture (desks) to Citibank

Project #2 National Collegiate Sales Competition Assignment (300 points)

The second project requires you to put yourself in the place of a salesman/woman as described in the 2018 National Collegiate Sales Competition. Dr. Swimberghe will put himself in the place of the prospect as described in the 2018 National Collegiate Sales Competition.

Website which provides information about the product to be sold and videos of winning sales calls can be found on the following website of the national collegiate sales competition.

<http://coles.kennesaw.edu/ncsc>

IMPORTANT FOR ALL PROJECTS

The projects will be performed in a professional manner. You are making a sales call. Grading will be based on the content of the call (covering the selling process) and the quality of the call (how well you perform the selling process). **A flawless sales call is rewarded with a grade of "A". Any mistakes in the sales call will result in a grade of less than "A".** You must rehearse the sales call. This is the only way to develop a smooth flow to the sales call. Previous experience suggests that most students get a letter grade of "C" or worse on their first project. For many this is due to a lack of professionalism during the sales call. They then have the potential to improve on the next one, but that is not a certainty. It is not unusual for poorly prepared students to make grades of "C's", "D's", and "F's" on their projects.

Project Grading Rubric

Salesperson: _____

Grade: _____

APPROACH (Effectively gains attention and build rapport)

- _____ Professional introduction
- _____ Salesperson gains prospect's attention
- _____ Effectively builds rapport
- _____ Smooth transition into needs identification

NEEDS IDENTIFICATION (OBJECTIVE: Obtain a clear understanding of customer's situation in order to prepare a customized presentation)

- _____ Uncovered decision process (decision criteria, people involved in decision process)
- _____ Effectively determined relevant facts about company and/or buyer
- _____ Effectively uncovered needs of the buyer (discovered current problems, goals, etc.)
- _____ Asked effective questions that brought to the buyers' attention what happens to company or the buyer when problems continue (helped convert implied needs to explicit needs)
- _____ Gain pre-commitment to consider the product/service and smooth transition to presentation.

PRODUCT/SERVICE PRESENTATION (OBJECTIVE: Persuasively match your product's benefits to meet needs of the buyer)

- _____ Presented benefits-based upon needs of buyer instead of only features
- _____ Logical, convincing presentation (display a strategy to communicate and persuade; clearly understands needs "hot buttons" of prospect and concentrates on those needs)
- _____ Used appropriate/professional visual aids
- _____ Effectively demonstrated product/service
- _____ Effectively involves the buyer in the demonstration
- _____ Effective use of trial closes (follow-up questions to determine where buyer is in decision process)

OVERCOMING OBJECTIONS (OBJECTIVE: Eliminate concerns or questions to customer's satisfaction)

- _____ Initially gains better understanding of objection (clarifies or allows buyer to clarify the objection)
- _____ Effectively answers the objection
- _____ Confirms that the objection is no longer a concern of the buyer

CLOSE (OBJECTIVE: Take initiative to understand where you stand with buyer now and for the future)

- _____ Persuasive in presenting a reason to buy
- _____ Asked for business or appropriate commitment from the buyer, given the nature of this particular sales call

COMMUNICATION SKILLS

- _____ Effective verbal communication skills (active listening; restated, rephrased, clarified, probed for better understanding)
- _____ Appropriate non-verbal communication
- _____ Verbiage (clear, concise, professional)

OVERALL

- _____ Salesperson enthusiasm and confidence
- _____ Product knowledge

COMMENTS: