

UNIVERSITY OF SOUTHERN CALIFORNIA
Marshall School of Business
Marketing 410: Professional Selling, Section 16476
Fall 2014

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Office: HOH 300
Office Hours: By appointment on Tuesdays and Thursdays, 11:00 – 11:45 a.m.
and 2:00 – 3:00 p.m.
Class Meetings: Tuesdays and Thursdays, 12:00 p.m. – 1:50 p.m., HOH 421

Prerequisite

BUAD 307-- Marketing Fundamentals

Learning Objectives

The chief objective of the course is to provide you with valuable communication and sales lessons that you will be able to use immediately and in your chosen field of endeavor. Specifically, you will:

- Learn the principles of selling
- Develop practical skills to achieve your career goals through in-class exercises and role play scenarios
- Gain confidence by preparing and presenting an individual, professional sales presentation using the selling skills discussed in class and in your textbook

Course Approach

Classes will be a combination of discussions, various exercises (conducted both inside and outside the classroom) and lectures. In addition, you will participate in several role-playing exercises. The purpose of these activities is to provide you with opportunities to significantly enhance your communication and selling skills.

Student Profile

So that I may know more about you including your objectives for taking the class, please complete and return the Student Profile by Monday, August 23, 2013. You will find the document in MS Word format on the Blackboard under Assignments.

Required Materials

- *The Power of the Pitch: Transform Yourself into a Persuasive Presenter and Win More Business*, by Gary Hankins, Dearborn Publishing, 2005. Purchase the book at www.amazon.com or in class on the first day of class. \$20.00 (tax included). Cash, check and credit card accepted if purchased in class.
- Access to Blackboard. I will add course content to the Blackboard (<http://blackboard.usc.edu>) as the class progresses. I will post course assignments under “Assignments” and other documents under “Content”.

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Attendance

Your attendance is expected. If you are unable to attend class on any occasion, please email me in advance. You and I have scheduled a business appointment at 12:00 p.m. every Tuesday and Thursday during the semester and I expect you to notify me if you will be late or are unable to keep your appointment.

Focus

It is critical that you are focused and engaged. Just as in business meetings, phone calls, text messaging, emailing, working on unrelated class documents on your computer, reading unrelated material, whispering or conversing with others or napping is unprofessional.

Be Prepared

Complete the reading prior to class and bring in any questions. I will not review all material in-class, although you are responsible to know it and may be tested on it. Study thoroughly for exams. Rehearse your presentation.

Class Methodology

- Lectures
- DVD and Internet Presentations
- Role Plays
- In-class Exercises
- Guest Speakers
- Individual Sales Interview
- Individual Sales Presentation
- Exams

Grading

- | | |
|---------------------------------|-----|
| • Sales Interview Term Paper | 15% |
| • Individual Sales Presentation | 30% |
| • Midterm Exam | 20% |
| • Final Exam | 20% |
| • Class Participation | 15% |

Sales Interview Term Paper (15%)

You will interview in-person (not via the phone or email) a sales professional who conducts business-to-business selling. The paper must include background on the sales person, business card, thank you letter and your observations of the sales concepts, strategies and tools.

The paper length is seven to eight pages, single spaced with one and one-quarter inch margins. Please include the following items in this order:

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1. Cover page with your name, date and course
2. One page for background information and business card
3. Interview and application to course lessons – four to five pages
4. One page thank you letter

Please use 12 point sans serif font. Limit sentences to no more than two lines and paragraphs to no more than six lines. Use section headings to enhance the visual appeal of your paper. You must turn in your paper in class on the assigned date. Further requirements are attached.

Sales Interview Term Paper Late Policy

If you fail to turn in your paper in class on the assigned date, an automatic 10% penalty will apply. If you fail to turn in your paper within one week of the due date, another 10% penalty shall apply.

Sales Presentation (30%)

You will present an eight minute individual, professional sales presentation to the entire class for a product or service that is targeted to a corporate buyer. Further assignment requirements are attached. There is a written portion of your presentation that accounts for 10% of this grade.

Sales Presentation Make-up Policy

If you miss your assigned presentation date, an automatic 10% penalty will apply. You must email me within 24 hours to arrange a make-up presentation time within one week of your assigned date. Your make-up presentation may be presented only to me and outside of class time. Failure to meet the one week make-up time frame results in another 10% penalty.

Midterm Exam (20%)

The midterm exam will cover the assigned reading, class lectures and guest speakers' input.

Final Exam (20%)

The final exam will cover all assigned reading and class lectures for the course.

Exam Procedures

- I will provide Scantrons for each exam. Please bring a #2 pencil.
- Notes, books, calculators, cell phones, PDAs or other aids are not allowed during exams. I am available during all exams to answer questions on non-marketing word translations and for clarification.
- Any issues with exam scoring need to be discussed with me within one week of returning the exam score.

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Exam Make-up Policy

- Any make-up exam times must be approved and scheduled two days prior to the exam date.
- If you have a last minute emergency, you will need to provide appropriate documentation or the 10% penalty will occur.
- Make-up times that are not pre-approved will be penalized 10% and must be scheduled before the next class meeting.
- You will be considered taking a late exam if you begin an exam after the first student has completed an exam at the scheduled time.

Class Participation (15%)

I expect you to be actively engaged during class and participate in role plays. Although attendance is not required, participation is part of your grade. You are responsible for everything covered or announced in class on that day whether you attend or not.

Grading and Student Deliverables

The Department of Marketing follows the grading policy of the Marshall School of Business. For this elective course, the grading standard is an average of 3.3 or a B+ average. Additionally, there are three other factors for final grades:

- Your average weighted score as a percentage of the available points.
- The overall average percentage score within the class.
- Your ranking among students in the class.

Pass/No Pass or Audit Grading Options

Due to the high demand for Marketing courses at this time, the grading options of Pass/No Pass or Audit are not available.

Academic Accommodations for Students with Disabilities

Any student requesting academic accommodations based on a disability is required to register with Disability services and Programs (DSP) each semester. You need to obtain a letter of verification for any approved accommodations from DSP and deliver to me by September 7. DSP is located in STU 301 and is open 8:30-5:00 pm, M-F. The phone number is (213) 740-0776.

Extending deadlines for assignments is not a disability accommodation and will not be granted. Please note that it is the student's responsibility to manage the scheduling process with DSP. Therefore, if you do not meet their office's deadlines, there is a high likelihood you will not have special accommodations.

Course Advisory

Please be flexible and open to the learning process. Additional readings and/or assignments may be added at my discretion. Furthermore, unforeseen circumstances may arise which mandate changes in the content of the course.

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Academic Integrity

You are expected to adhere to the standards of academic integrity that govern students registered at USC. The use of unauthorized material, plagiarism, failure to cite relevant work, communication with fellow students during an examination, attempting to benefit from the work of another student, and similar behavior that defeats the intent of an examination or other class work is unacceptable to the University. Where a clear violation has occurred, the professor may disqualify the student's work as unacceptable and assign a failing mark on the paper.

Retention Policy

Returned paperwork, unclaimed by a student, will be discarded after four weeks and hence, will not be available should a grade appeal be pursued by a student following receipt of his/her course grade.

Reference Requests for Employers

I will be happy to be a contact for future employers. Please make any reference requests in writing to me five business days in advance. Please provide the name, title and address of the prospective employer, the position you are applying for and any requirements of the position.

Important Dates for Fall 2014

August 26	First day of Marketing 410
September 1	Labor Day, university holiday
November 26 – 29	Thanksgiving recess
December 4	Last day of Marketing 410
December 16	Final exam for MKT 410 from 11:00 a.m. – 1:00 p.m.

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Sales Presentation Guidelines

Overall (30%)

- Choose an existing good or service
- Choose a corporate buyer: A retailer, wholesaler, manufacturer, distributor
- Assume you are presenting to decision makers
- Develop an 8-minute Formal Sales Presentation to be given to the class. You will be stopped at the 8-minute time limit and graded based on what you presented.
- Wear business attire

Before your Presentation Begins (one minute)

- Outline who your buyer/distribution channel is
- Key hot buttons for the buyer
- Your sales objective

Oral Presentation Requirements (90%)

- Introduction
- Address the prospect's issues
- Describe your solution
- Discuss the benefits of your solution
- Answer at least one Killer Question
- Conclusion

Written Presentation Requirements due the Same Date as Your Presentation (10%)

- A typed hard copy of your Pitch Outline and any handouts
- A hard copy of your PowerPoint presentation (six slides per page)
- A typed hard copy of the Pitch Questionnaire
- A typed hard copy of your three Killer Questions

Oral Presentation Evaluation Criteria

- 50% Presentation structure
- 10% Vocal skills
- 10% Physical skills
- 10% Rapport skills
- 10% Appearance
- 10% Audio visual skills

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Sales Term Paper

1. Contact a professional, business-to-business* sales person in any industry and request an in-person interview (no phone, webconference or email interviews). Think about leveraging this interview for your future job search and interview someone in the industry or company that most interests you. Schedule at least two weeks in advance and allow one hour of time.
2. Research the company and study the sales person's biography to prepare yourself for a valuable experience.
3. Conduct the interview in-person. Dress professionally. Take notes and be gracious. You may agree or disagree with what you learn, but do not argue with the interviewee. Sell yourself if the opportunity arises (bring a copy of your resume).
4. Write a seven to eight page, single-spaced paper with one and one-quarter inch margins summarizing your findings as they relate to class concepts. Do not repeat your interview. Instead apply as many course concepts as possible to what you learned in the interview and discuss similarities and differences.
5. Use 12 point sans serif font. Limit sentences to no more than two lines and paragraphs to no more than six lines. Use section headings to enhance the visual appeal of your paper.
6. Attach a title sheet that includes your name, the course title, date, the interviewee's name, title, company, business card, number of years selling and an overview of responsibilities.
7. Send a professional thank letter (emails do not qualify) and attach a copy to your paper.
8. Please place pages in this order:
 - Cover page with your name, date and course (one page)
 - Background information and business card (one page)
 - Interview and application to course lessons (four to five pages)
 - Thank you letter (one page)
9. Use primary research not secondary research to develop your information, findings and conclusions, and recommendations.
10. Prepare your questions before the interview. Suggested questions:
 - What did you do to prepare yourself to become a successful sales professional?
 - What do you do to continue to keep your selling skills sharp?
 - What products and/or services do you offer?
 - What is the size of an average sale?
 - What is your largest check?
 - Who are your largest clients?
 - How do you obtain new clients?

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- Who are your chief competitors?
- What differentiates you from the competition?
- What selling techniques work best and why?
- What kind of product/service information do you need to have?
- What are the best ways to present that information?
- What are the typical or usual points of customer resistance or concern during the selling process (i.e. The Killer 3)?
- How do you overcome these points of customer resistance or concern?
- What kind of product information do you provide prospects as they enter the buying process?
- What are the most significant challenges a sales professional has in this environment?
- How do you overcome these challenges?

*A Business to Business Sales Person is defined as someone who represents a company's products or services with the objective of selling to other retailers, wholesalers, distributors, institutions or professionals. This can also include persons who manage other Business to Business Sales Persons.

A Sales Person who sells direct to a consumer or end user is inappropriate and incorrect for this assignment. Therefore the assignment excludes realtors, brokers, insurance and auto sales persons, etc. that sell directly to a consumer. Failure to interview a B to B sales person will result in a failing grade of 60% on the paper.