

**Texas A&M University–Central Texas**  
**MKTG 4388: Professional Sales**  
**Spring 2019**

Tuesday/Thursday 9:30 – 10:45 a.m. – Founder’s Hall 309

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**Instructor:** Dr. Monica (Shuqin) Wei, Assistant Professor of Marketing

**Office:** Founder’s Hall 318

**Department Phone:** (254) 519 – 5437

**Office Phone:** (254) 519 – 5430

I will be available to answer questions by phone during office hours listed below. If your call is unanswered, please reach me at my “tamuct” email address listed below to schedule a meeting.

**Email:** [shuqin.wei@tamuct.edu](mailto:shuqin.wei@tamuct.edu) (**preferred method of contact**)

**Office Hours:** Tuesday & Thursday 11:00–12:45PM and 2:30–4:30PM; Wednesday 5:00–6:00PM; or by appointment

**Class Web Page:** <https://tamuct.instructure.com/login/ldap>  
All announcements, assignment instructions, course materials, and grades will be posted on Canvas.

**Textbook:** *Selling: Building Partnerships* (ISBN-13: 9781259573200)  
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McGraw Hill

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**COURSE DESCRIPTION:**

Present sales principles and skills required by today’s professional salesperson, with emphasis on the business-to-business (B2B) selling environment. Examine the dynamics of selling in traditional and e-commerce settings. Enhance the student’s skill development in interpersonal communication (especially in selling situations), responding to objections, negotiating, and building partnering relationships through role plays, mock sales presentation, and discussions.

*Why study professional sales?*

Business does not happen until someone sells something. More than 50 percent of college students will work in sales at some point in their lives, regardless of their major. The principles of selling are useful for everyone, not just businesspeople with the title of salesperson. Developing long-term, mutually beneficial relationships is important for everyone. Everyone will be expected to sell, including selling yourself to an employer!

This course is designed for marketing students (and others in related fields) who may be interested in a career path that involves professional sales, sales management, business management, or entrepreneurship. This course is designed to be interactive and practical, as well as conceptual and creative. This course combines analytical rigor with role playing based on three disciplines: Sales, Marketing, and Management.

### **COURSE OBJECTIVES:**

The emphasis in this course is *experiential learning*. Students should attempt to actively attempt to learn through doing rather than passively being “taught.”

At the end of the semester, students should be able to:

1. Describe the role of professional selling activities in the firm’s promotional efforts and the marketing mix.
  - (week 1; assessed by exams)
2. Identify and analyze legal and ethical issues in the selling process.
  - (week 2; assessed by exams, homework, and mini-case discussions)
3. Describe the buying behaviors and buying process.
  - (week 3; assessed by exams)
4. Define and discuss each component of the selling process.
  - (week 4-12; assessed by exams, homeworks, salesperson performance critique)
5. Practice each step of the selling process and enhance personal selling skills.
  - (week 6, 7, 8, 11, and 14-17; assessed by role plays, sale presentations, and in-class exercises).
6. Articulate how to build & maintain long-term professional relationships with clients
  - (week 4 and 5; assessed by exams)
7. Improve students’ communications skills: verbal, written, and listening
  - (week 14-17; assessed by role plays and sale presentations).

Because of the course’s experiential learning format, this course also reinforces many of the core educational values of the TAMUCT College of Business, including:

- Developing critical thinking/problem solving skills.
- Improving written and oral communication skills.
- Building teamwork and interpersonal skills.

### **COURSE PREREQUISITES:**

College of Business majors or minors, junior standing or higher; or departmental approval.

### **CLASS FORMAT:**

This course is 100% face-to-face with using Canvas to support and facilitate your learning process. In pursuit of the course objectives, a number of teaching approaches are used, including

lectures, discussion, cases, class exercises, role plays, presentations, and exams. To facilitate the effective utilization of the lecture time and the time of your classmates, you are required to read the chapters *before* they will be covered in class. Be prepared that it is a **rigorous** course.

**STUDENT-INSTRUCTOR INTERACTION:**

I am very approachable so please do not hesitate to contact me when you have questions. Feel free to call my office number or stop by my office during my office hours. If you cannot make it to my office hours, you may email me to schedule a phone or face-to-face meeting. I check my emails and Canvas messages daily and am quick in replying emails (within 24 hours unless emergency occurs). However, please do not wait till the last minute to email me and ask questions about tests or assignments. Cramming the night before a due date is not an effective strategy for this course; it may cause you to feel extremely stressed and/or cause poor grades.

**COURSE REQUIRMENTS & GRADING:**

The course grade is based on a combination of three exams, three assignments and the student’s participation in the co-production of the class.

Grades will be determined based on the following criteria:

<b>Grading</b>		
<b>Requirements</b>	<b>Points</b>	<b>% of Grade</b>
Three Exams	300	37.5%
Sales presentation	120	15%
Selling role plays	150	18.75%
Homework & activities	150	18.75%
Attendance	80	10%
<b>Total</b>	<b>800</b>	<b>100%</b>

Course grades will be assigned according to the following schedule:

- 90 % or higher (720-800 points) = A
- 80% - 89.99% (640-719.9 points) = B
- 70% - 79.99% (560-639.9 points) = C
- 60% - 69.99% (480-559.9 points) = D
- 59.99% or lower (0-479.9 points) = F

(Note: There will be no round-ups at the end of the semester; please do not ask if I can round your final score up at the end of the semester.)

This class is designed to be a “success-oriented course.” My desire is that all students in the class meet their individual learning (and grade) goals. **However, this does not mean that**

**students can avoid working hard in this class, and it does not mean that all students automatically get a high grade just because they want it.** What this does mean is that all students who do well in the class will be rewarded accordingly. That is, the grade distribution will not be adjusted to force it to fit a bell-shaped curve in which an equal number of students must fail as succeed – thus, students are not in direct competition with each other.

Also, I've included various types of assignments that tap into different learning styles in order to help students demonstrate their understanding of the material we cover in class.

In addition, the tests and assignments are designed to encourage the development of students' ability to not only restate course material, but to observe, evaluate, communicate, and apply the concepts to solving real-world problems, which are skills that are highly valued in the workplace.

### **Attendance:**

Attendance is critical to success in this class. The sales arena is engaging, interactive, and dynamic and will be treated as such in class with the use of *graded* role-plays, class exercises, mini-case discussions, and presentations.

In order to derive the maximum benefit from class, attendance is required and graded (worth 10% of your total grade).

Please note:

1. Attendance will be taken by the professor each class period (no later than 5 minutes after class starts). Thus, be on time (tardiness will be reflected in attendance grade).
2. There will be several in-class exercises and you will receive a zero for an exercise if you were not in class when it was done. No "make-ups" of missed class activities will be allowed.
3. Your absence will **NOT** be excused unless you have a **documented**, university-approved reason. This means that documentation (e.g., doctor's notes) must be provided. For example, "Oh, I overslept." Or "I was out of town." is not an approved excuse.

### **Assignments:**

The course includes three key assignments. *Detailed instructions and materials for each assignment will be provided separately.*

- (1) First, each student will deliver a **sales presentation in the B2B selling context**. Each student will choose an existing company to represent. Then, identify two corporate customers (also existing companies) that your company sells to. The selling process steps will be applied in your presentation. Researching your company, its competitors, and its primary customers is an integral part of the presentation. Guidelines will be provided later in the term.
- (2) Second, students will engage in **group role plays** (such as scenarios that involve responding to objections or negotiations). A Role Play is a predefined fictional exercise

where students are expected to act out and practice what it means to be in an actual sales scenario. These role plays are designed to provide you the opportunity to work with one or more other students in class and hopefully learn how to sell. The purpose of this is to make you comfortable in your space as a seller, ensure that you learn from your mistakes, and offer you somewhat of a real life example of what to do and not to do in personal selling. You will be graded on your ability to use the selling principles and techniques you have learned in this course. Role-play directions will be provided for each graded role-play later in the term.

- (3) Finally, there will be a number of graded **homework and activities** throughout the semester, involving the application and practice of important concepts. Directions will be provided for each homework or activity later in the term.

**Important notes for *all* assignments:**

- (1) For the ***individual assignments***, your submission must be different from your classmate's submission. Paraphrasing another student's writing or idea that was not yours to begin with does ***NOT*** yield a "different" answer. All similar sets of individual assignments (including the ones being paraphrased) will receive grades of zero (0) points for that entire assignment.
- (2) All assignments must be submitted the day they are due. No late assignments will be accepted, unless you have a **documented**, university-approved reason. This means that documentation (e.g., doctor's notes) must be provided in order for me to consider your late submission. Please do not ask for exceptions, as this will not be fair to the rest of the class.

**Exams:**

There are three (3) non-cumulative multiple choice exams throughout the course. The tests evaluate your understanding of the concepts discussed in the textbook. I strongly encourage you study in groups for any text-related content.

Tests must be taken during their scheduled class period. If you must miss an exam for a **documented**, university-approved reason, contact me before the day of the test to make other arrangements. Only documented university-approved absences will be accepted – if you miss an exam for any other reason, no "make-ups" will be allowed and you will receive a grade of "0" for the test.

All approved absences require proper documentation, including absences for medical reasons. All absences must be approved by the instructor prior to the class session that will be missed, except for medical emergencies (however, note that medical emergencies still require documentation.) *Merely informing me of the reasons is not sufficient; documentation must be provided.*

## CLASS PHILOSOPHIES & POLICIES:

Philosophies that must apply to you in this course:

- Show up and work hard. Successful salespeople are not lazy.
- Your mouth is super powerful, so tame it fast, in order to succeed in sales. Great salespeople know when to talk and when to be quiet.
- Emotional Maturity is expected of a successful salesperson. Whatever the problem is...solve the problem ...don't whine about it.
- Feedback is your friend. If you do not like any form of feedback, even constructive feedback, I suggest you reconsider your role in this course. Learning requires receiving input and comments from friends and foes, including the course professor, classmates and guest speakers. Successful salespeople welcome and learn from feedback.
- People skill is a must in this class. Smile and appear approachable. This is a basic requirement for successful salespeople.
- Maybe more importantly, only a little more effort and practice can make the big difference in your life.

**Professionalism** is not expected, it is **REQUIRED** for a sales class (salespeople must appear professional to make a sale!):

- Be **professional** in your speech, your writings including email (see *Email Etiquette* in this syllabus), and your behavior; be on time; and be prepared.
- You are invited to think, question, disagree and offer alternatives, but you must do so **professionally and courteously**. Be respectful of everyone (the professor and other students) at all times. Failure to do so will result in being un-enrolled from the course.
- Upon arrival to class, please turn all cell phones and any digital sound devices off or put in silent mode.
- No laptops are allowed to be used in class.
- Avoid reading newspapers and other un-related material in this classroom.
- Do not sleep during the class.
- Refrain from socializing with fellow students during the lecture.
- Students will write using proper grammar. When writing, please avoid using improper slangs like 'wanna', 'gonna', 'aint', etc. Any use of such improper language for assignments will immediately be deducted points.
- There will be no use of foul language in my classroom.
- During in-class group activities, students must work politely with other students. Any student who does not feel like participating should immediately excuse themselves from class.

*Continued enrollment in this course indicates agreement with these policies.*

If it appears to me that you are particularly unprepared for class or are failing to meet the basic requirements of course etiquette, I reserve the right to ask you to leave the room.

## EMAIL ETIQUETTE:

Communication via email is the norm in today's business world and is particularly important for salespeople! Thus, it is important that students learn how to write emails in a professional manner while they are in college.

When communicating with me via email, be sure to follow the email etiquette standards: **(1)** begin your message with a greeting, **(2)** formally address the person you are emailing (in this case, "Dr. Wei"), **(3)** identify yourself and state the purpose of your email, **(4)** add a signature, including your name and contact information if applicable, **(5)** add an email title that is brief but informative, and **(6)** proofread all the emails before clicking "send." (These standards also apply to Canvas Messages.)

### PREFERRED EMAIL CORRESPONDENCE

To: shuqin.wei@tamuct.edu

Cc:

Subject: MKTG 4388-Golf Tournament, Absence Request Reminder

Dear Dr. Wei,

(All emails to me must be professional). You should always address the person by name with a salutation preceding the name (e.g., Dear Dr. Wei or Good Day Dr. Wei). These are simple courtesies that every business professional must be familiar with in order to retain likeability. "Likeability is an important component for relationship development. Likability creates an emotional connection between people and is the foundation from which trust and economic ties may develop" (Nowlin, Anaza, & Schetzslle, forthcoming).

Body of the email must be succinct and to the point.

It is preferred to close with a pleasantry (Sincerely, Thanks, Regards, All the Best)

Sincerely,

John Jones

## LATE WORK:

My experience with teaching university students suggests that, on average, 10 to 15 percent of the class will attempt to turn in assignments later than the time specified. Many reasons are given for late work (computer files corrupted, busy with the corporate job, group member issues, etc.) Trust me, I've heard them all. But no matter what the reason is, the bottom line is that either (a) the work was completed and turned in *when required*, or (b) the work was not completed and turned in when required.

Assignments are due on the specified due date. There is no provision for late work on assignments, unless you have a documented, university-approved reason.

Treat your classes like a job – you don't get to miss work deadlines without consequences, and in the corporate world those consequences are often much more serious than missing a grade on one class assignment. And making a reputation for yourself for completing work on schedule is a key to success in one's business career.

### **COPYRIGHT NOTICE:**

Students should assume that all course material is copyrighted by the respective author(s). Reproduction of course material is prohibited without consent by the author and/or course instructor. Violation of copyright is against the law and Texas A&M University-Central Texas' Code of Academic Honesty. All alleged violations will be reported to the Office of Student Conduct.

### **OTHER IMPORTANT INFORMATION:**

#### **Technology Requirements**

This course will use the A&M-Central Texas Instructure Canvas learning management system.

Logon to A&M-Central Texas Canvas [<https://tamuct.instructure.com/>] or access Canvas through the TAMUCT Online link in myCT [<https://tamuct.onecampus.com/>]. You will log in through our Microsoft portal.

Username: Your MyCT email address. Password: Your MyCT password

#### **Canvas Support**

Use the Canvas Help link, located at the bottom of the left-hand menu, for issues with Canvas. You can select "Chat with Canvas Support," submit a support request through "Report a Problem," or call the Canvas support line: 1-844-757-0953.

For issues related to course content and requirements, contact your instructor.

#### **Other Technology Support**

For log-in problems, students should contact Help Desk Central.

24 hours a day, 7 days a week:

Email: [helpdesk@tamu.edu](mailto:helpdesk@tamu.edu)

Phone: (254) 519-5466

[Web Chat](http://hdc.tamu.edu): [<http://hdc.tamu.edu>]

*Please let the support technician know you are an A&M-Central Texas student.*

## **911 Cellular: Emergency Warning System for Texas A&M University-Central Texas**

911Cellular is an emergency notification service that gives Texas A&M University-Central Texas the ability to communicate health and safety emergency information quickly via email, text message, and social media. All students are automatically enrolled in 911Cellular through their myCT email account.

In an effort to enhance personal safety on the Texas A&M University – Central Texas (TAMUCT) campus, the TAMUCT Police Department has introduced Warrior Shield by 911 Cellular. [Warrior Shield](https://www.tamuct.edu/police/911cellular.html) [https://www.tamuct.edu/police/911cellular.html] can be downloaded and installed on your mobile device from Google Play or Apple Store.

Connect at [911Cellular](https://portal.publicsafetycloud.net/Texas-AM-Central/alert-management) [https://portal.publicsafetycloud.net/Texas-AM-Central/alert-management] to change where you receive your alerts or to opt out. By staying enrolled in 911Cellular, university officials can quickly pass on safety-related information, regardless of your location.

### **Drop Policy**

If you discover that you need to drop this class, you must complete a [Drop Request Form](https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf) [https://www.tamuct.edu/registrar/docs/Drop\_Request\_Form.pdf].

Professors cannot drop students; this is always the responsibility of the student. The Registrar's Office will provide a deadline on the Academic Calendar for which the form must be completed, signed and returned. Once you return the signed form to the Registrar's Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar's Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

### **Academic Integrity**

Texas A&M University -Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community.

Academic integrity is defined as a commitment to honesty, trust, fairness, respect, and responsibility. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. Academic misconduct is any act that improperly affects a true and honest evaluation of a student's academic performance and includes, but is not limited to, cheating on an examination or other academic work, plagiarism and improper citation of sources, using another student's work, collusion, and the abuse of resource materials. All academic misconduct

concerns will be reported to the university's Office of Student Conduct. Ignorance of the university's standards and expectations is never an excuse to act with a lack of integrity. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

For more [information regarding the Student Conduct process](https://tamuct.campuslabs.com/engage/organization/tamuct-student-conduct-panel),  
[https://tamuct.campuslabs.com/engage/organization/tamuct-student-conduct-panel].  
If you know of potential honor violations by other students, you may [submit a report](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0),  
[https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout\_id=0].

### **Academic Accommodations**

At Texas A&M University-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier-free education. The Office of Access and Inclusion is responsible for ensuring that students with a disability receive equal access to the university's programs, services and activities. If you believe you have a disability requiring reasonable accommodations please contact the Office of Access and Inclusion at (254) 519-5797. Any information you provide is private and confidential and will be treated as such.

For more information please visit our [Access & Inclusion](https://www.tamuct.edu/student-affairs/access-inclusion.html) web page  
[https://www.tamuct.edu/student-affairs/access-inclusion.html].

### **Important Information for Pregnant and/or Parenting Students**

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and related guidance from US Department of Education's Office of Civil Rights, the Dean of Student Affairs' Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. Students should seek out assistance as early in the pregnancy as possible. For more information, please visit the [Student Affairs](https://www.tamuct.edu/student-affairs/index.html) web page [https://www.tamuct.edu/student-affairs/index.html]. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines online](http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf), please visit the website [http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf].

Title IX of the Education Amendments Act of 1972 prohibits discrimination on the basis of sex and gender—including pregnancy, parenting, and all related conditions. A&M-Central Texas is able to provide flexible and individualized reasonable accommodation to pregnant and parenting students. All pregnant and parenting students should contact the Associate Dean in the Division of Student Affairs at (254) 501-5909 to seek out assistance. Students may also contact the University's Title IX Coordinator.

## **Tutoring**

Tutoring is available to all A&M-Central Texas students, both on-campus and online. Subjects tutored on campus include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Tutors are available at the Tutoring Center in Warrior Hall, Suite 111.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, or have any other question, contact Academic Support Programs at (254) 519-5796, or by emailing Dr. DeEadra Albert-Green at [deeadra.albertgreen@tamuct.edu](mailto:deeadra.albertgreen@tamuct.edu).

Chat live with a tutor 24/7 for almost any subject from on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log in and receive FREE online tutoring and writing support. This tool provides tutoring in over 40 subject areas. Access Tutor.com through Canvas.

## **University Writing Center**

Located in Warrior Hall 416, the University Writing Center (UWC) at Texas A&M University–Central Texas (TAMUCT) is a free workspace open to all TAMUCT students from 10:00 a.m.-5:00 p.m. Monday thru Thursday with satellite hours in the University Library Monday thru Thursday from 6:00-9:00 p.m. This semester, the UWC is also offering online only hours from 12:00-3:00 p.m. on Saturdays.

Tutors are prepared to help writers of all levels and abilities at any stage of the writing process. While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students' ideas and writing, our tutors highlight the ways in which they read and interpret students' texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the UWC is here to help!

Students may arrange a one-on-one session with a trained and experienced writing tutor by visiting the UWC during normal operating hours (both half-hour and hour sessions are available) or by making an appointment via [WCOOnline](#). In addition, you can email Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto:bruce.bowles@tamuct.edu) if you have any questions about the UWC and/or need any assistance with scheduling.

## **University Library**

The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 250,000

eBooks and 82,000 journals, in addition to the 85,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at A&M-Central Texas are available through our website to help students navigate these resources. On campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available 24 hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place on Skype or in-person at the library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the A&M-Central Texas main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our [Library website](http://tamuct.libguides.com/index) [http://tamuct.libguides.com/index].

### **A Note about Sexual Violence at A&M-Central Texas**

Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at TAMUCT, faculty members are required to inform the Title IX Office. If you want to discuss any of these issues confidentially, you can do so through Student Counseling (254-501-5955) located on the second floor of Warrior Hall (207L).

Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don't agree with their behaviors and tell survivors we will support them. Your actions matter. Don't be a bystander; be an agent of change. For additional information on campus policy and resources visit the [Title IX webpage](https://www.tamuct.edu/departments/compliance/titleix.php) [https://www.tamuct.edu/departments/compliance/titleix.php].

**Professional Sales Class Schedule  
Spring 2019**

(This schedule is subject to changes and corrections.)

<b>Week/Date</b>	<b>Topics</b>	<b>Chapters/Tasks/Deadlines</b>
<b>Week 1</b>		
T - 1/15	Course Overview	Read syllabus carefully.
TH - 1/17	Introduction- Review of Course- Selling and Salespeople	Read & study Chapter 1;
<b>Week 2</b>		
T - 1/22	Ethical and Legal Issues in Selling	Read & study Chapter 2;
TH - 1/24		Homework #1 (legal issues & selling ethics case): Due 1/27 (Sunday) midnight
<b>Week 3</b>		
T - 1/29	Buying Behavior and the Buying Process	Read & study Chapter 3
TH - 1/31		
<b>Week 4</b>		
T - 2/5	Using Communication Principles to Build Relationships	Read & study Chapter 4
TH - 2/7		
<b>Week 5</b>		
T - 2/12	<b>Exam 1 (Chapters 1 – 4)</b>	
TH - 2/14	Adaptive Selling for Relationship Building	Read & study Chapter 5
<b>Week 6</b>		
T - 2/19	Prospecting	Read & study Chapter 6; Homework #2 (prospecting-written correspondence): Due 2/24 midnight
TH - 2/21	Planning the Sales Call	Read & study Chapter 7
<b>Week 7</b>		
T - 2/26	Making the Sales Call	Read & study Chapter 8; Homework #3 (sales call in-class exercise): 2/28;
TH - 2/28		Homework #4 (FAB or FEBA exercise): Due 3/31 midnight

<b>Week 8</b>		
T - 3/5	Preparation for Mock Sales Presentation and Role Plays	
TH - 3/7	<b>Exam 2 (Chapters 5 – 8)</b>	
<b>Week 9</b>		
T - 3/12	No classes. Have a great Spring Break and come back recharged! :)	
TH - 3/14		
<b>Week 10</b>		
T - 3/19	Strengthening the Presentation	Read & study Chapter 9
TH - 3/21	Responding to Objections	Read & study Chapter 10
<b>Week 11</b>		
T - 3/26	Responding to Objections	Homework #5 (how to respond to objections): Due 3/31 midnight
TH - 3/28	Obtaining Commitment	Read & study Chapter 11
<b>Week 12</b>		
T - 4/2	Formal Negotiating	Read & study Chapter 12
TH - 4/4		
<b>Week 13</b>		
T - 4/9	Salesperson Performance Critique	Homework #6 (in-class exercise): 4/9
TH - 4/11	<b>Exam 3 (Chapters 9 – 12)</b>	
<b>Week 14</b>		
T - 4/16	Mock Sales Presentations	Business attires required.
TH - 4/18		
<b>Week 15</b>		
T - 4/23	Role Play	
TH - 4/25		
<b>Week 16</b>		
T - 4/30	Role Play	
TH - 5/2		
<b>Week 17</b>		
T - 5/7	Role Play;	
TH - 5/9	Is a Career in Sales For You?	