



**SAN DIEGO STATE UNIVERSITY**

**Marketing Department**

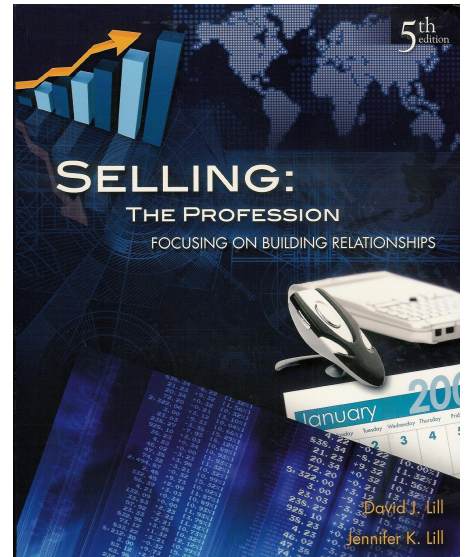
**College of Business**

**Administration**

Where education gets down to business.

**Marketing 377  
Selling Strategies**

Office	Office Hours	Sched	Day	Time	Room
SSE 3106	MW 1500-1600 MW 2100-2200	22422	MW	1600 1750	GMCS-310



<b>Objectives</b>	
<ul style="list-style-type: none"> <li>☞ To understand the career opportunities available in selling and related fields.</li> <li>☞ To understand and appreciate the importance of developing a relationship strategy.</li> <li>☞ To appreciate the need to develop a product strategy.</li> <li>☞ To understand the basic theories that relate to human motivation, and how they relate to developing a customer strategy.</li> <li>☞ To understand and be able to apply presentation selling strategies.</li> </ul>	<ul style="list-style-type: none"> <li>☞ To understand the major customer service strategies</li> <li>☞ To understand the basic strategies that relate to management of self and others</li> <li>☞ To develop the computer skills necessary to automate the day to day tasks of today's salespeople</li> <li>☞ To integrate the student's knowledge of the Marketing Concept, Strategic Planning, Financial Analysis, and other managerial skills into contemporary selling practices</li> <li>☞ To better understand the issues involved in public policy aimed toward sales &amp; selling.</li> </ul>

<b>Grading</b>	
A	93.33
A-	90.00
B+	86.67
B	83.33
B-	80.00
C+	76.67
C	73.33
C-	70.00
D+	66.67
D	60.00
F	<60

<b>Grading Elements</b>	
66	Exam scores. Three exams will be given. No exam grades may be dropped. Exams are not comprehensive. Each exam will be weighted equally.
2	Ethics
4	Proposal
12	Scripts
4	Classroom Exercises & Reviews
5	Instructor's Evaluation In Class Sales Presentation
3	Student Evaluation In Class Sales Presentation
2	Self Evaluation of In Class Sales Presentation
2	Evaluator's Score: How well you rated your classmates
100	

Instructor: Rick English  
 Email: [mkt377@cox.net](mailto:mkt377@cox.net)  
 Web: [www.rohan.sdsu.edu/~renglish](http://www.rohan.sdsu.edu/~renglish)

**Attendance**

Class attendance is considered meaningful. You can get a bonus just for coming to class. Here is how it works.

We are scheduled for 30 classes. Each class is worth two points. That gives a total of 60 points. I will take attendance each class. If you are on time then you get two (2) points. If you are late, even by an instant, then you get one (1) point.

You cannot get the bonus points if you are not in class, regardless of the reason. But you will never be penalized for missing a class or being late.

Date		Chapter	Assignment
1/23		Introduction	
1/28	1	A Career in Professional Selling	
1/30	15	Personal Organization and Self Management- Sales Automation with ACT!	
2/4	2	Consultative or Relationship Selling	
2/6	3	Ethical Considerations (film)	Partner Names
2/11	3	Ethical and Legal Considerations	Ethics Due
2/13	4	Consumer Behavior & the Communication Agenda	
2/18		<b>EXAM</b>	
2/20	5	Finding Your Selling Style	
2/27	7	Become a Master Prospector	
3/3	6	Preparation for Success in Selling	
3/6	8	Preapproach and Telephone Techniques	
3/10	9	Approaching the Prospect	Proposals Due
3/12		Review Openings	
3/17		<b>EXAM</b>	
3/19	10	Asking Questions and Listening	
3/24	11	Making the Presentation	
3/26		Value Analysis	
4/7		Review SPIN & Presentation	
4/9	12	Negotiation	
4/14	13	Closing the Sale	
4/16		Review Negotiation & Closes	Scripts Due
4/21	14	Customer Service and Follow up	
4/23		<b>Presentations</b>	
4/28			
4/30			
5/5			
5/7			
5/14		Exam 1530-1730	Self Evaluation

### Picture

I like to be able to put a face to a name. In the past, class size has made this a daunting task. So, I am going to try something fun. If you will email me a picture of you before the fourth class meeting, then you will earn some extra credit. I want a clear, recognizable head-shot. Your baby picture, Halloween picture, or pictures of the three stooges are not acceptable.

To send me a picture click on the link "Pictures" on the right side of my 377 web site. Follow the instructions. If you don't have a photo then come to my office where I'll try to have my digital camera handy.

## Project

Your team will consist of three persons. You will select your own teammates. You will have an opportunity to comment on your teammate's relative contributions. However, you will be responsible for the entire project if your teammates fail to perform.

You will be graded as a team on the proposal, the final script and the presentation. You will be graded as individuals on the in-class exercises (openings, units of conviction, negotiation and closing.)

The class presentation will consist of a buyer, a seller and a narrator. The narrator will introduce the class to the buying company, the selling company and the product. You do not get to choose which role that you will play. The roles will be assigned at random by the professor immediately before the presentation. There will be absolutely no deviation from this procedure. Consequently, you must be prepared for all three roles/

You will find a professional salesperson that is willing to help you throughout the semester. The salesperson that you select may not be self-employed, a sales manager or the owner or partner in the firm.

The salesperson should have had some formal sales training. The salesperson will have a minimum of three years full-time experience at the current job.

In order to successfully do all of the assignments, the company, salesperson, and product or service that you sell in class must meet certain minimum criteria.

First, all selling must be business to business. You may sell a product or a service, but remember that demonstrations are part of the project so think about how you will present the product or service.

Second, all selling must be outside selling. Salespeople must do all their business at the customer's place of business.

The company that you chose to sell for should be Fortune 1000 Corporation. The company should have at least 10 full time salespeople that all work out of the same office. The sales manager should not spend most of his/her time selling.

The company must have a written job description. An advertisement is NOT a job description. The job description must require all candidates to have a college degree.

Two teams may not study the same company.

The sales force must be automated. At a minimum they will use a contact management program like Outlook, ACT!, or Goldmine. A more robust CRM package is desirable. Microsoft Word and Excel are not sales automation programs.

Students will sometimes word a proposal to convince me that a salesperson, company or product meet the criteria. These same students get terrible grades in the balance of the assignments. The number one comment that I hear at the end of the term is that the students wish that they had selected a better company, better salesperson, and a better product.

Avoid products like real estate since the presentations are much too long and drawn out. Life insurance, even though it may be sold at a business is not a business-to-business product.

Avoid "BIG" products. Role-playing the sale of a nuclear power plant would be impossible.

Multilevel marketing plans and network marketing plans are seldom business-to-business and seldom require a college degree. The focus of the presentation usually emphasizes the network more than the products or services.

Pharmaceuticals salespeople calling on doctors cannot close the sale. The average sales call is less than 6 minutes. The doctor must write the prescriptions at a later date. Pharmaceuticals salespeople are often highly regimented. They may not be allowed to employ some of the skills that we will discuss.

Banking Services are usually inside sales. High-level banking can be outside sales. However, the negotiations are very complex and involve many parties.

No Alcoholic Beverages may be sold under any circumstances. NO BOOZE!!!