

Marketing 325  
Personal Selling  
Winter 2017  
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## Section 750 WEB CLASS

**Required Textbook: ABC's of Relationship Selling through Service,**  
by Charles M. Futrell, McGraw-Hill, 12<sup>th</sup> edition

**PREREQUISITE: JUNIOR STANDING**

### COURSE OBJECTIVES

This course will examine the basic principles of selling and persuasive communication. We will look at selling from both a strategic and a practical point of view, examining issues from the selling process to ethics in selling. The focus will be on how to be successful in sales by developing long-term, mutually beneficial relationships with customers. We will also look at career opportunities in sales. The material in this course can be applied to all aspects of your life, whether you ever hold a job in sales or not.

#### Specific Learning Objectives:

- 1) Understand the role of sales in business and society.
- 2) Understand the steps in the sales process.
- 3) Understand the role of long term relationships in sales.
- 4) Understand the concept of customer lifetime value (CLV).
- 5) Understand the importance of ethics and ethical behavior in sales.
- 6) Understand the role of follow up in sales.
- 7) Know and understand the communication process.
- 8) Better understand the profession of selling and its perception.
- 9) Make students better consumers by understanding techniques used by salespeople.

### STUDENT RESPONSIBILITIES

Students are responsible for completing all work as assigned and on time. Late work **WILL NOT** be accepted and a -0- will be received for any late assignments. **Students are also responsible for reading and being familiar with the syllabus, as this is the primary "roadmap" for the class and class activities, including reading assignments. Students are also responsible for reading all assigned material, including the text, before the date it is assigned. Exams will cover all assigned reading material whether it has been "discussed" in class or not.** Students are also responsible for **ALL** material covered in class. This includes materials in the text, discussions, any additional readings assigned, and videos (videos will also be posted throughout the class). Videos will normally be imbedded in the powerpoint slides.

## KEY CONCEPTS IDENTIFICATION PAPERS (200 POINTS)

For each chapter, read the chapter **BEFORE** the day it is assigned for class. Identify what you consider to be **the three (3) most important concepts in each chapter**. Write a paragraph or two about each concept, telling me **WHY** you consider it to be one of the three most important concepts in the chapter. **The rationale for why you think it is a key concept is more important than the concepts selected in most chapters.** The rationale for each concept selected should be about 1/2 page in length. **The total write up for each chapter would be about 1 1/2 to 2 pages, TYPED, double spaced, using 12 point Times New Roman font.** Use headings to identify each concept. **Each chapter write-up will be worth 20 points, with 5 points for the selection of key concepts and 5 points for the justification as to why each concept selected is one of the three most important concepts in a key concept.**

**Critical Note:** These assignments must be completed in a Word file, which will be uploaded into the Key Concepts Assignments section of Blackboard. **Be sure your name is on the assignment in the Word file.** You will only get one upload, so make sure you are happy with the assignment before you upload it. You will not be allowed to edit the assignment once it has been uploaded.

The ten best grades will be used to determine your Key Concepts grade. **These papers are due at noon on the day a chapter is ASSIGNED.** Late papers will not be accepted. Papers are late if they are not posted by noon. (12:01 is late and the papers will not be accepted.)

**A student MAY miss two (2) Key Concepts identification assignments and have the zero for that assignment dropped. Any additional assignments missed will receive a zero and will not be eligible to be dropped.**

## EXAMS (450 POINTS)

There will be a total of four (4) exams. These will be over textbook readings, videos included in the powerpoint slides, any assigned readings outside of the text, and any other assigned class activities, if any. Each of the first three exams will be worth 100 points and will cover new materials. The fourth exam (final exam) will be worth 150 points and will include one-third new material and 100 points of comprehensive materials. Exams will consist of 50 multiple choice questions for the first three exams and 75 multiple choice questions for the final exam. Each question will be worth two (2) points. **Exams will normally be open for two or three days. Students will have 50 minutes to complete the first three exams and 75 minutes for the final exam.**

**Exam questions will be randomly selected by the computer from a group of questions for the material covered. Thus, no two students will take exactly the same exam.**

**There will be no makeup exams. If you miss an exam, you will receive a zero ( -0- ) for that exam. If there are extenuating circumstances, I may adjust the time a person is allowed to take the exam.**

## **GRADING**

There will be a total of 650 points available, as follows:

Key Points Identification (10 @ 20 points each)	200 points
Exams (3 @ 100 points each)	300 points
Final Exam	<u>150 points</u>
Total	650 points

The grading scale will be:	585 - 650 points	90% - 100 %	A
	520 - 584 points	80% - 89.9%	B
	455 - 519 points	70% - 79.9%	C
	390 - 454 points	60% - 69.9%	D
	389 points or less	below 60%	F

The scale is subject to a downward curve at the instructor's discretion. However, this is **NOT** guaranteed (or even likely). Under **NO** circumstances will the scale be raised.

## **CHEATING**

**Cheating will not be tolerated in this course.** Anyone caught cheating will **FAIL THE COURSE**, regardless of their grade to date. Cheating includes, but is not limited to, signing the name of someone not in class on the attendance sheet, cheating on quizzes or exams, copying the work of others on book reports / papers, plagiarism, or intentionally lying to the instructor.

***"Students with disabilities who require accommodations (academic adjustments and/or auxiliary aids or services) for this course must contact the Office for Student Disability Services, Room 445, Potter Hall. The OFSDS telephone number is (270) 745-5004 V/TDD.***

***Please DO NOT request accommodations directly from the professor or instructor without a letter of accommodation from the Office for Student Disability Services."***

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# DAILY CLASS SCHEDULE

<b>January</b>	3	Introduction
Week 1	4	Chapter 1 The Life, Times and Career of the Professional Salesperson
		Chapter 2 Ethics First...Then Customer Relationships
	5	Chapter 3 The Psychology of Selling: Why People Buy
	6	Chapter 4 Communication for Relationship Building: It's Not All Talk

**6 – 8                      Exam 1                      Chapters 1 – 4**

Week 2	9	Chapter 5 Sales Knowledge: Customers, Products, Technologies
		Chapter 6 Prospecting – The Lifeblood of Selling
	10	Chapter 7 Planning the Salescall Is a Must!
	11	Chapter 8 Carefully Select Which Sales Presentation Method to Use

**11 - 13                      Exam 2                      Chapters 5 – 8**

	12	Chapter 9 Begin Your Presentation Strategically
	13	Chapter 10 Elements of a Great Sales Presentation

Week 3	16	Chapter 11 Welcome Your Prospect's Objections
	17	Chapter 12 Closing Begins the Relationship

**17 - 19                      Exam 3                      Chapters 9 – 12**

	18	Chapter 13 Service and Follow-Up for Customer Retention
	19	Chapter 14 Time, Territory, and Self-Management: Keys to Success

**19 – 20                      FINAL EXAM                      Chapters 13 – 14 (50 points)  
Cmprehensive                      (100 points)**