

MKTG 4390 – Personal Selling - Spring 2014 as of Tuesday January 13

Dr. Danny Butler
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Office Hours
T & R: 1-2 pm or by appointment
Web: www.business.auburn.edu/~butledd

Class Meeting Time: Tues & Thurs 8:00 to 9:15 Lowder room 010
Final Exam Period: Thursday May 1; 8:00 to 10:30

Butler's Core Value:

Treat people as you would like to be treated.

Course Overview and Goals: The demand for highly capable salespeople is growing. Companies recognize and value well-educated businesspeople fulfilling the sales role. This course is designed to provide a background into the theory and application of personal selling. Most of you will never become professional salespeople. However, you will ALL use the skill sets inherent in salesmanship. The objective of this course is to integrate material from other courses to enable you to develop successful selling skills pertinent for your personal goals in life. It will also prepare those who wish to become successful salespeople across a range of industries.

Required Materials

Text: *Selling: Building Partnerships, Stephen B. Castleberry and John f. Tanner, Jr. 9th McGraw- Hill;*
ISBN: 978-0-07-786100-1

Text: *How to Win Friends and Influence People, Dale Carnegie*

1. **Instructor Availability:** It is my policy to have an open door for students---provided you are doing your part in preparing for and attending class. If you are having difficulty, I am willing to help you, but only if you have put in the work beforehand. You can see me during office hours or by appointment. If you come by the office and I am not available, please leave a written message on my door or with the Marketing Department Administrative Assistant in Lowder 201D. If you have the potential for an excused absence, please notify me in advance, preferably in writing via email, just as you would if you were to be missing an important business meeting.
2. **Communicating with Butler:** You are to only use your official Auburn University email address when communicating with me. There is a required format for this communication. In the subject line of all emails addressed to me: butledd@auburn.edu

Please state in order, MKTG 4390 – your first and last name –the topic you will be addressing in your email to me.

When leaving voice messages on my office phone (334-844-2464), please speak slowly and clearly. In the message, please note the class (MKTG 4390 – Personal Selling) you are in, your full name, a full phone number, and your message.

3. **Assignments/Cases/Role Plays:** Junior and senior level students are held to a standard of excellence above that expected of younger students. I will not cover every assignment and

reading during class since discussion and topics will vary in intensity. Feedback provided by previous classes suggests the pedagogical material assigned provides an important foundation useful in reaching the goals established for this course. Every student will be responsible for reading and preparing each assignment / case / role play and homework before coming to class. Failure to come fully prepared (or to be present at all) will decrease your participation score. Assume this is a meeting for work.

4. **Exams:** The exam dates including the final exam date are listed on the schedule. Exams will be in the format of multiple choice and short answer questions. Unexcused absences for exams will result in a zero. Please see the Student Policy eHandbook for processes and procedures http://www.auburn.edu/student_info/student_policies/

Per the AU Policy at the Provost level, final exams will be given during the scheduled final exam period unless approved in writing by the Department Chair. You will need to see him if you want to take the final exam at a different time for any reason. This must change request must be initiated by March 6 (http://www.auburn.edu/main/auweb_calendar.html)

5. **Disabilities:** It is the policy of Auburn University to provide accessibility to its programs and activities and reasonable accommodation for persons defined as having disabilities under the Americans with Disabilities Act of 1990. Students desiring additional information should contact the Office of Accessibility, 1288 Haley Center, 334.844.2096. <https://fp.auburn.edu/disability>
It is the student's responsibility to initiate this process with the Office of Accessibility and notify me during the first week of class.
6. **Pre-requisites** are strictly enforced. Students failing to meet any of the pre-requisites will be dropped from the class whenever the lack of qualification is discovered regardless of how far along in the term or any grades that may have been earned. This rule applies to both business and non-business students.
7. **Grading:** Your grade in this course will include the following components:

Three Exams ^{A)}	45%	
Dale Carnegie Paper ^{B)}	5%	
Career Fair Assignment ^{B)}	2.5%	
Lifetime Achievements – Establishing Goals Assignment ^{B)}	2.5%	
Class Participation ^{B)} – Contract, Starnes Brenner Case	10%	
Individual Career Interview	5%	
Chally -Sales Career Assessment	5%	
Group Project	15%	
Take A Professional To Lunch	10%	90+ = A
		80-89.99 = B
		70-79.99 = C
Total	100%	60-69.99 = D
		Below 60 = F

^{A)} Materials on exams are derived from the text book and issues discussed in class.

^{B)} You are to be ready to turn in a typed response to any assigned homework activity. They will not be taken late. These are to be turned in at the beginning of class on the due date in the proper format. You are to have read the assigned material before coming to class and participate in daily role plays as they are assigned. Written assignments will exhibit following format in order to be graded:

Required Format on Page One of Written Assignments

Typed	<i>Full name in top right hand corner</i>
Below your name	<i>Time class meets / Room class meets in</i>
Below the time	<i>MKTG 4390 Personal Selling</i>
Below the Course	<i>Date:</i>
Below the Date	<i>Title of homework</i>

If questions are asked in an assignment, they are to be typed as stated in the assignment ***before*** answering each question. All homework assignments are to be type written (multiple pages are to be stapled together). Failure to follow this format will result in the homework being returned with a zero for that assignment. (This is equivalent to following the specifications put forth in business contracts, sales orders, or invoices in sales.)

C) Project and format will be provided in class. One component is written, the second is your oral presentation.

D) Graded assignments, exams, etc. will be returned within a reasonable time frame, usually within two class days. Students have one week from the date a graded assignment is returned in class to file a written request for grade re-evaluation. This must take the form of an email to me. It is suggested that students maintain copies of all materials submitted for grading. Failure to monitor your progress as the semester progresses does not warrant a re-grade on assignments evaluated earlier in the semester. Once the week of appeal has passed, students forfeit their right to have that graded material reassessed.

8. **Participation:** Please post your name in front of you each class day at the beginning of class. Please select a seat you will regularly sit in close to your team members. Participation is a critical element of this course and rewards must be earned. Do not assume you will receive full credit without really contributing. Please note the following:

ON THE JOB (The following is excerpted from Dr. Larry Magness).

You would normally go to work and be “on the job” on a daily basis, and you would also be expected to produce some sort of satisfactory daily output. It might be a report or forms detailing various accomplishments, making sales calls and closing deals, etc. are indications of progress toward a goal, and the like. You might occasionally be forgiven for being late or not completing a report on time, or not closing deals, but frequent omission or mistakes would eventually lead to reprimands of some sort.

TREAT CLASS LIKE A JOB. Once you have been hired, many factors enter into evaluation of job performance. There certainly are minimum requirements just to keep the job. The primary one is attendance and showing up for the sales process. You must at least show up or you won’t get paid. Attendance and sales calls can be easily measured, and it’s simple after that; you get docked if you’re not there doing what you have been assigned to do. Sure, you get a few days of sick leave and the like, but these “freebies” are absolutely limited, and you don’t get them until you’ve worked there a while. A bundle of other factors, many intangible and hard to quantitatively measure, also determine whether or not you’re going to be promoted or even kept around. Such traits as cooperation, attentiveness, dependability, attention to detail and the willingness to do more than the minimum required are a few examples. Let’s use dedication as the catch-all buzz-word for all these things. To sum it up, in a real job it is presumed that you’ll be there, you’ll be a socially acceptable person, and you’ll be reasonably dedicated to your tasks and your company. You are NOT necessarily given extra awards for these characteristics; it is just expected of you and everyone else.

Of probably greater importance are the results-oriented, measurable job performance factors which demonstrate the efforts of successful persons. These usually are measured as a form of output; sales, production, number of contacts, research results, and others.

This is where you really earn job security, awards, bonuses, and promotions. To the extent possible, I'll treat this course like a normal job environment; thus I'll use the job metaphor and develop the courses evaluation criteria as follows:

I will randomly assess class participation. As with auditors that come into businesses, auditors do NOT announce when they are coming. They show up and analyze whatever data / processes are being worked on during arrival. If all is well, the business receives a clean bill of health. If not, the business is written up for non-compliance. I may assess class participation every day, every other week, or five times during the semester. As with the auditing analogy, however many times I assess this portion of your grade; this will be the TOTAL times for the semester. It could cost a good deal of your grade to miss work or show up without the required assignments...ON THE JOB.

Only university approved excuses as outlined in the Student Policy eHandbook will be honored regarding exams, projects, class participation and homework absences. Those excuses must be brought to my attention with a hard copy to leave with me the first day back in class. Without a written copy for me, on that first day back, the absence will be unexcused. Make up exams are to be taken within one week of returning to class at the time noted by the professor (Butler). As with employment outside Auburn University, if you are going to miss a class for an excused absence please notify me in writing before you miss class via email at butledd@auburn.edu or leave a message at 844-2464 along with your name, date and time. (This is the equivalent to leaving a call back number in sales.)

8. Tentative Schedule: as of Tuesday January 14

Week #	Date	Topic	Assignment
#1	Jan 9	Modified due to weather conditions	
# 2	Jan 14-16	Introduction: Selling and Salespeople (Ch. 1) Discovering Attitudes Toward Sales Careers Careers in Sales (Ch. 17) Video Case #1: Preparing For Successful Sales Relationships Take A Professional To Lunch project explained Sales Team Assignment in class exercise	Contract due Thursday
#3	Jan 21-23	Legal/Ethical Issues- Do Not Call List (Ch. 2) Career Expo Assignment Explained	Case – Starnes Brenner Thursday
# 4	Jan 28-30	Buying Behavior – Buying Process (Ch. 3) Communication Principles (Ch. 4) Video Case # 2: Making Effective Sales Calls	Marketing Career Expo Thursday, Jan. 30
#5	Feb 4-6	Adaptive Selling (Ch. 5) Exam 1- Thursday (Ch. 1, 2, 3, 4, 5, 17)	Exam #1
#6	Feb 11-13	Prospecting (Ch. 6) Planning your Sales Call (Ch. 7)	Take A Professional To Lunch Deliverable #1 -
#7	Feb 18-20	Strengthening the Presentation (Ch. 9) Responding to Objections (Ch. 10) Video Case #3: Responding to Objections	
#8	Feb 25-27	Making the Sales Call (Ch. 8) Formal Negotiations (Ch. 12) Video Case #4: Obtaining Commitment Social Influence Principles – readings provided on Canvas. The Power of Persuasion – Robert Cialdini – in class material	Career Expo Assignment Due Feb. 25
#9	Mar 4-6 ZSEM	Exam # 2 Tuesday (Ch. 6, 7, 8, 9, 10, 12) Take A Professional To Lunch Activity Compensatory Day for Career Expo Assignment	Exam # 2
#10	Mar 11-13	Spring Break – No Class	
#11	Mar 18-20	Obtaining Commitment (Ch. 11) Chally Sales Assessment	
#12	Mar 25-27	Managing Your Territory (Ch. 15) Managing Within Your Company (Ch. 16)	Dale Carnegie Paper Due
#13	Ap 1-3	Building Partnering Relationships (Ch. 13)	Take Professional to Lunch Assignment Due
#14	Ap 8-10	Oral Presentations	Lifetime Achievement Due
#15	Ap 15-17	Oral Presentations	
#16	Ap 22-24	Oral sales presentations	
		Final Exam - Thursday May 1; 8:00 to 10:30	

Note: The instructor reserves the right to alter and amend this schedule based on the needs of the class.

Sales Team Project

Individual Effort versus Group Effort

Each student must participate equally in the client project and oral presentation. Both the individual and the group will be graded. Individuals can rise at least one letter grade above the group effort or drop one or more letter grades below the group grade depending upon their individual contribution to the team and class. Peer evaluations are to be turned at the end of the semester as an appendix in your final written report. Significant deviation in performance above or below the norm will be used to adjust individual student grades.

Peer Evaluations

A form included below will be completed for each team. This will be turned in at the end of the semester as an appendix in final written report for your project. Only ONE form PER team (not one form per person) is to be turned in with all member names and evaluation included.

You Can Be Fired

It is permissible to fire a team member who is not making a substantive contribution to the success of the team. Missed meetings, poor preparation, failure to complete assignments, etc. are all indicative of underperformance. Before a person can be fired, the team must give the student an opportunity to correct his or her deficiencies. The team must notify the individual in writing and copy that notification to Dr. Butler. The team must provide the student with a written statement of the problems associated with his or her work. When an individual receives a poor performance report, the student must respond in writing. The individual will note how he or she will correct the problems cited. If the problems continue, the team may fire the underperforming team member with a letter of dismissal. A copy of all correspondence must be submitted to the Dr. Butler for approval.

A person who is fired will receive a ZERO on the project (15% of the class grade).

The same conditions will be applied if a person resigns from the team. In this case, the individual voluntarily leaving the team will earn a ZERO on the project (30% of the class grade).

Time Management.

As with any sales job, time management will be vital to your success. There is more work than any one person can do. It is not wise for everyone to participate in all aspects of the business. Too much time would be wasted. Therefore, it is necessary to divide up the work.

One of the goals of this course is to develop personal selling skill that will be helpful to you throughout your lifetime. For this reason, it is recommended that the leadership position (sales manager) be decided upon early in the semester. This person is NOT to do all the work. The workload should be balanced among all team members.

The sales manager should preside over each meeting, making sure that the discussion does not wander from the business at hand. Each team meeting should begin with an agenda and a timetable. Meetings shouldn't last more than one hour if everyone is doing their part. Long drawn out meetings are not productive and raise frustration levels about not getting things done. The meeting should conclude with a set of action items for each person. The outcome of these actions should be reviewed at the start of the next meeting.

To facilitate your meetings, each team member should ***prepare his/her work in advance.*** It is not advisable to have one person do all the work. When this occurs, one person learns about the sales process and sales skills, the others become administrative assistants. Each person on the team should know the ins and outs, problems, and tradeoffs of his/her area of responsibility. When the team meets as a whole, each person should have a plan of action to recommend to the team. The sales manager should be

prepared to thoroughly discuss the options open to the company and be flexible on the final decisions and recommendations of the team.

Oral Presentation to Client

A large portion of your course grade will be dependent upon your oral presentation to your client (i.e., the actual sales call, sales presentation, and presentation materials). It may seem unfair that such a large portion of your grade is dependent upon one presentation. Welcome to sales.

In many cases sales people only get one opportunity to “sell” to the customer (client). It may have taken many months, sometimes years, to conduct the research, understand the goals of the customer (client), developed the presentation materials, practiced as a sales team before having the one opportunity to make a 20 minute presentation to the client. In some cases the sales team travels to another state or country to make this presentation at their expense. Competitors are there as well. You get one opportunity to get it right. If you do NOT meet the needs of the client, no sale. No sale, no compensation. In this class, your compensation is your grade.

A master form for everyone on your team is to be turned on the class day designated on the syllabus.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7:00 AM							
8:00 AM							
9:00 AM							
10:00 AM							
11:00 AM							
noon							
1:00 PM							
2:00 PM							
3:00 PM							
4:00 PM							
5:00 PM							
6:00 PM							
7:00 PM							
8:00 PM							
9:00 PM							
10:00 PM							
11:00 PM							

Directions. Mark off those times when you are unavailable (i.e., scheduled to work, have class, personal obligations, etc.). Overlay your form with those of your team members. The blank spaces will be the times that are available for team meetings. You are to agree on those meeting times and reserve them specifically for working on the class project. If you find there are not times available, begin your day earlier or later. There is always some time when teams can meet.

Name	Email	Phone

Our team agrees to meet on _____ from ____ to _____ and on ____ from to ____.
 _____(Name) will keep a running record of the meeting (log) documenting our meetings and assigned activities. These meeting logs will be included in with your final written report at the end of the semester.

Team Members Names _____

	Strongly Disagree = 1	Neither Agree Nor Disagree= 2		Strongly Agree = 3	
For the Week Ending	Team Member Name	Team Member Name	Team Member Name	Team Member Name	Team Member Name
Did their fair share of the work on the simulation as assigned					
Had a positive influence on the team's performance					
Showed up as scheduled, completed tasks on time, etc.					
Given the opportunity, I would have "fired" this person from our team					

Team Member	Percent Contribution
	The team member should receive (from 0 to 100 %) percent of the simulation grade based on their contribution. No team member will receive more than 100%.
1.	
2.	
3.	
4.	
5.	

The final overall percentage contribution will be multiplied by your simulation grade. In this manner each team member may receive an individual grade. Ideally, everyone in the team will earn 100%. If you fail to do what is expected, your team members have the option of allocating a percent score which directly impacts your overall simulation grade and overall grade in the course.

Comment on any issue that needs to come to the attention of management on the back of this form.:

2014 MKTG 4390 Assignment and Deliverable Dates	Due date	Completed	Grade
Contract copied, signed	1-16		
Team Forms Due	1-16		
Starnes Brenner case write up	1-23		
Take A Professional To Lunch DELIVERABLE #1 – Prospecting ...who will you take to lunch?	2-13		
Career Expo Assignment write up	2-25		
Dale Carnegie Paper	3-25		
SEF - Chally Assessment	TBA		
Take A Professional To Lunch DELIVERABLE #2 – Call Report	April 1		
Lifetime Objectives in Sealed self-addressed AU envelop	April 8		
Group Projects Presentations Begin	April 8		
Project Data Collection Dates	TBA		
Exam # 1	2-6		
Exam # 2	3-4		
Exam # 3	5-1		

MKTG 4390 Spring 2014
Personal Selling
Dr. Danny Butler
Due Thursday, January 16 – Part of class participation grade

Contract between Dr. Butler and _____ (Print Full Name).

____ (initial) I have read the above syllabus.

____ (initial) I understand Dr. Butler's specific requirements regarding class policies, attendance, participation in class, assignments, and exams.

____ (initial) I understand the grading breakdown to be used in this course.

____ (initial) I am to use the noted email and physical address provided on the syllabus when communicating with Dr. Butler. I know that I must note "MKTG 4390" in the subject line of any email I send to him. I understand the only email address Dr. Butler will respond to is the official Auburn University email address assigned to me. I understand that any written assignment that is to be turned in must be typed. The assignment must be stapled. My full name, class, assignment title, and due date will be noted in the top right hand corner of the first page of each assignment. Otherwise, the grade is an automatic zero, no exceptions.

____ (initial) I understand that if there is an emergency, I will follow the directives of the Student Policy eHandbook and notify Dr. Butler in writing (email) or via phone messaging as soon as possible (334-844-2464). Any officially excused assignment will be submitted on the day I return to class unless other arrangements are made in writing between me and Dr. Butler. I must leave a written copy of the official excuse with Dr. Butler the day I return. Otherwise, the absence will not be excused.

____ (initial) I understand the schedule of assignments and syllabus may change throughout the course of the semester given the needs of the class. Dr. Butler will make those changes known during class.

____ (initial) I understand the sales team project is a group effort. My grade will be dependent on my contribution and that of the team. The team may fire me if I am not productive to their satisfaction. This will result in losing all of that assignment grade. If I want to opt out (quit) the team I will lose all of that assignment grade.

____ (initial) I have read and understand the above contract and requirements of me for this course.

____ (initial) I have made a copy of this contract for my records.

If I do wish to be bound by any item listed in syllabus or contract, I will drop the class.

Print Name _____

Signature _____

Date _____