

AEB 3341 Selling Strategically Spring 2017

University of Florida
Food and Resource Economics Department
Section 2146, Credits (3)

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Office Hours:	Tuesdays and Thursdays 9:30am-11:30am or by appointment (In person or online via Canvas Chat)
Technical support:	Contact the UF HELP Desk if technical difficulties occur. Available 24/7. 352-392-4357 http://helpdesk.ufl.edu/

Course Description

Catalog Description

AEB 3341: Selling Strategically. Credits: 3. Introduces professional selling techniques for all products with special emphasis given to food and agricultural products, technical systems and services.

This 100% asynchronous online distance education course is designed to introduce students to the formal skills necessary to become a successful sales professional. Students will engage in several hands-on activities to practice sales techniques, including a written sales strategy report and a formal sales demonstration. Beyond sales techniques, students will learn principles of communication and business ethics, keys to success in any professional career. **Selling strategically is not just for sales people – even in a job interview you must be able to sell yourself!** The skills and principles from this course can translate into any professional endeavor in the future.

Contacts and Communication

Instructor

AEB 3341 is a distance education (online) course administered through the Canvas learning management system. Initial contact with the instructor should be via email, at kelly.davidson@ufl.edu. Please use your UFL email account for all correspondence. **I will not use the Canvas inbox tool.** Unless otherwise notified, I will make every effort to respond to emails sent during the week within 48 hours. However, please note that emails sent over the weekend may not be answered until the following business day (usually Monday). **If you do not receive a response to your email within one week of sending it, you should assume the instructor did not receive your message.** In this case, please resend both the email message and any attachments (forwarding the original email from your 'sent' inbox shows your previous attempt to contact the instructor).

My office hours are Tuesdays and Thursdays, 9:30am-11:30am or by appointment. During this time I will be available in person (if you are in Gainesville), by phone call, or online via Canvas Chat. You can also schedule an appointment for a one-on-one meeting in person or online via Adobe Connect; to make an appointment please email me with a proposed date and time as well as an alternative date and time. I will respond to your email confirming the meeting date and time.

Teaching Assistants

The names and contact information for your Teaching Assistant(s) will be posted in Canvas "Announcements" after the close of Add/Drop. Your Teaching Assistant(s) are available via email and will also do their best to respond to emails sent during the week within 48 hours. Please note that emails sent over the weekend may not be answered until the following business day (usually Monday). Students are welcome to schedule meetings with the Teaching Assistant(s) via telephone, in person (if you are in Gainesville) or virtually using Adobe Connect. To set up a meeting with your assigned TA, please send her/him an email with a proposed meeting date and time as well as an alternative date and time. The TA will then confirm the meeting date and time with you via email.

Adobe Connect Class Discussion Sessions

Throughout the semester students will have the opportunity to attend **Adobe Connect class discussion sessions** (every other week) in our virtual classroom at this link: https://ufifas.adobeconnect.com/_a1048984014/aeb3341/. Instructions for signing into the Classroom will be posted on the Canvas course page for the Week in which the meeting is scheduled.

The purpose of each session is to review key concepts, discuss project instructions, and answer students' questions about course material, assignments, and class

projects. Students are highly encouraged to attend the live interactive session, however each session will also be recorded and the link to the recording will be posted on Canvas. Students who are unable to attend the live session(s) due to work or course conflicts may watch the recording. **Each student is responsible for watching all sessions either by attending live or watching the recorded session.** Students must also complete the associated **student questionnaire** and submit it via Canvas "Assignments" by the required due date. Adobe Connect questionnaires will count toward the "Homework Assignments" portion of your grade.

Extra credit will be available for students who attend the Adobe Connect meetings LIVE. Students should **sign up in advance** using the "Scheduler" tool in canvas to attend the Adobe Connect session(s). The Adobe Connect session dates and times are available in the due dates document as well as in Canvas "Scheduler." The days and times vary so as to accommodate different schedules. Please note, **if a student signs up for the Adobe Connect session using the Canvas "Scheduler", but fails to attend the session**, that student is considered a "No Show" and is **no longer eligible** to receive extra credit.

Technical Support

Since this is an online class, you may have technical questions throughout the semester. Any technical questions (i.e. software problems, internet connectivity, etc.) should be directed to the UF Help Desk at 352-392-4357. The Help Desk is available 24 hours, 7 days a week. **You must obtain and retain a Help Desk ticket number with the date and time stamp.** For issues that affect your ability to submit assignments or assessments, please forward the Help Desk ticket to your instructor and your assigned Teaching Assistant.

Course Delivery

This distance education course is administered through the Canvas Learning Management System, and includes content delivered through a variety of electronic communication mediums such as Accordent and Adobe Connect. Intellectual credit and special thanks should be given to former instructors, Ms. Jane Bachelor and Dr. Al Wysocki, who prepared much of the course content.

The course is completely online, which means there will be no face-to-face class meetings. You have the flexibility to complete assignments and participate in the course at the time that is most convenient for you, however there are due dates for all assignments, quizzes, and projects that students are expected to meet. It is up to the student to stay informed and self-motivated with the course. Students should **access Canvas daily** to check for any course announcements or new material. Students are **highly encouraged to enable Canvas notifications for course**

announcements, content, and grading such that notifications are sent to your UFL email account right away. You may change your preferences in Canvas by clicking on “account” then “notifications.”

Accessing E-Learning Canvas Learning Management System

AEB 3341 will be administered through E-Learning Canvas, the primary Learning Management System of the University of Florida. Canvas is the online source for all of your learning resources and assignments in this course. Canvas tutorial guides are available at <https://community.canvaslms.com/community/answers/guides>.

- **To access the course, first log in to E-Learning in Canvas:**
 - Open your Internet browser and navigate to <http://elearning.ufl.edu>
 - Click the big blue "e-Learning (Canvas login)" button
 - Login using your Gator Link username and password.
 - After logging into Canvas, you will be taken to your "User Dashboard," where you can access the course(s) in which you are enrolled. You will also find them listed under 'Courses' on the toolbar at the left of the screen.
 - The University of Florida’s network automatically adds students to the class website(s) upon registration.
 - If you are enrolled in a class but you do not see a tab for that class in Canvas, contact your Academic Coordinator.
 - Click on AEB 3341: Selling Strategically to access the materials for this course.

Navigating the Course in Canvas

Once you have selected AEB 3341 in Canvas, you will be directed to the **Course Home Page**. On the Home page you will find information about your instructor and Teaching Assistant(s). Please watch the intro videos to learn more about them.. If you scroll down on the Home page you will notice a key for the icons used in this course. Assignments, discussions, quizzes, etc. all have a different icon to help you identify action items in throughout course. You can access the **Syllabus** and **Course Due Dates** documents from the Home page OR by clicking “Syllabus” on the toolbar at the left of the course page. At the bottom of the page click on the **“Start Class Here”** button to begin the course. There is also an “Announcements” button on the home page for easy access to the announcements page throughout the semester.

The **Start Here** page outlines the computer requirements, technology, and software needed for the course. Your first task is to complete the **Semester Computer Check-up assignment** and submit the document via Canvas ‘Assignments’.

The course is set up in **Week** modules. You can access the course page for a given week by clicking **“Modules”** on the toolbar at the left of the course page and then

selecting the week page from the list. Each week opens on a Sunday and closes on the following Sunday at 11:59pm. The **Week** page is organized by **Topics** and **Assignments**. Under 'topics' you will find the course material for the week: video lectures to supplement the textbook chapters, readings, documents to review, etc. Under 'assignments' you will find links to the activities you must complete and submit via Canvas (quizzes, homework assignments, project benchmarks, etc.). Finally, at the bottom of the page, you will see **Reminders** for the coming week(s). Please be sure to scroll through the entire page and complete all activities. If you have questions, your TA and instructor are here to help!

In addition to "Week" pages, the **Sales Project Resources** and **Tutorials and Reference Materials** pages can be accessed via the "**Modules**" tab on the toolbar at the left side of the course page OR from the link(s) on the Home page. **The Sales Project Resources page is especially helpful for preparing your sales reports and demonstrations.** You should refer to it often. The page contains audio instructions as well as example videos and documents from previous students. Please note the project instructions have changed, and your written report will not be identical to these examples. The Tutorials and Reference Materials is a one-stop-shop for technical information and tutorials. Visit the tutorials and reference materials page to watch tutorials on posting videos to YouTube/Vimeo, to find links for software updates, and for other technical resources.

All activities you need to complete for a given week will be linked on the respective Week page under the heading "Assignments", however you may also access the **Assignments, Quizzes, and Syllabus** pages from the toolbar at the left of the course page. It may be helpful to visit these pages to see the complete list of graded activities to ensure you have successfully completed everything and submitted items correctly.

The **Discussions** page is also accessed from the toolbar. If you have a technology question about Canvas, problems with course links, etc. please post your question in the Canvas **Discussions**, under the Pinned Discussion "Course Questions." By posting your question in the discussions tab, our instructional designer, the instructor, teaching assistant(s), or your fellow classmates can respond to the question and help resolve your issue. Since postings in the Discussions section of Canvas are available to everyone taking the course, the answer to your question may help fellow students as well. Your homework assignments will often include activity in the **Discussions** board. **For every discussion, students are required to write an original post in the discussion thread (due by Thursday at 11:59pm) AND post two replies by Sunday at 11:59pm.** In Week 1, to facilitate getting to know one another and enhance discussion opportunities, each student is asked to create a brief video to introduce himself or herself to fellow classmates at the start

of the course. Instructions for this assignment are posted in Canvas “**Discussions**” under the discussion thread “Introductory Bio.”

The toolbar at the left of the course page also has a tab for “**Grades**” where you can track your progress in the course. Please contact **the instructor immediately via email** if you have concerns about your grade. **Do not post grade inquiries as a comment in Canvas Grades.** There is no guarantee your instructor will see the comment.

Finally, the “**Chat**” tab will be available in the toolbar at the left of the course page during the instructor’s office hours. You may use the Chat function in Canvas to contact the instructor with questions or to set up an appointment for a one-on-one meeting. Be aware, correspondence via Canvas Chat is publicly available to anyone who visits the Chat page.

Technology and Software

The required software for this course follows the University of Florida computer requirements, which can be found at <http://ufonline.ufl.edu/resources/computer-requirements/>. Information for downloading or updating the required software can be found on the Course Overview page and the “Start Here” page in Canvas.

Required Technology

- Computer
- Microphone headset and camera (this may be embedded in your computer or a detachable Skype camera)
- Internet access
 - Note: Do not rely on a wireless connection when taking quizzes or exams. UF strongly recommends that you use a wired network-connected computer (i.e. Ethernet wire) for a more stable connection.

Required Software

- Mozilla Firefox Browser
- Flash player
- Adobe Acrobat Reader
- Microsoft Office Suite (i.e. Office 365)
 - All submitted documents must be saved and submitted in Microsoft Word compatibility mode (Word 97 – 2007) to reduce document errors. Additionally, all document file names must be saved as specified in the assignment instructions (FirstInitialLastName.doc) with no spaces in the file name.
- Windows operating system (highly recommended). Mac users tend to have more technical difficulties using Canvas.

Adobe Acrobat

Adobe Acrobat reader is a free software required to view and print the lecture notes and other resources (all in the PDF format). To download the reader, go to:

<http://get.adobe.com/reader/>

Adobe Connect

Adobe Connect is an application for online conversation and presentation using text, voice and video. It will be incorporated in AEB 3341 periodically as a virtual meeting source during this course. To familiarize yourself with Adobe Connect functionality, go to

<http://www.adobe.com/support/connect/gettingstarted/index.html>

- A microphone headset and a camera (embedded in your computer or a Skype camera) are requirements for this course.
- To eliminate problems during our Online Adobe Connect sessions, **PLEASE use a headset with built-in microphone.** Online discussions will be smoother and more productive if you set this up and test your headset with a built-in microphone before attending the actual Adobe Connect session.

Turnitin

Turnitin is an originality checking and plagiarism prevention service adopted by faculty and students at UF to maintain academic integrity and honesty. The instructors will use Turnitin for all documents submitted to AEB 3341. Students are encouraged to check their work and citations using Turnitin prior to submitting assignments and projects. To familiarize yourself with Turnitin, visit UF e-Learning's help page on Turnitin: <https://lss.at.ufl.edu/help/Turnitin>

Accordent Capture Station

Accordent Capture Station media creation software allows organizations to implement enterprise webcasts and streaming media presentations. Accordent-recorded materials will be accessible to students via Canvas.

Course Objectives

By the end of the course you, as a student, will be able to:

1. Identify the role of selling in your daily life
2. Sell yourself (job interviews, on your resume, in the workplace, etc.) focusing on skills verses duties/responsibilities
3. Identify and demonstrate the effective use of the seven (7) steps of the selling process
4. Demonstrate mastery of key course concepts including: a) ego, drive and empathy, b) Features, Advantages, and Benefit (FAB) statements, c) the four (4) steps of a Selling Point, d) the four (4) steps of Handling Objections, and e) the 5 steps to Closing a Sale

Required Textbook and Course Materials

Textbook: Selling Today/Partnering to Create Value—Twelfth Edition by Gerald L. Manning, Michael Ahearne, and Barry L. Reece. (ISBN No. 978-0-13-210986-4).

Lectures: AEB 3341 “*Selling Strategically*” lecture presentations are available in the UF E-Learning Canvas learning management system. Note shell handouts for corresponding lectures are available to download from the Canvas site for note taking.

Additional Materials: All required materials are provided to students throughout the semester via the Canvas learning management system. Any literature or media posted under *Topics* for the week is considered **required** reading/viewing.

PLEASE NOTE: Some assignments for this course **require students to post videos and pictures** into the Canvas learning management system. Students who do not wish to adhere to these assignment requirements should not enroll in this course.

Grading Policy

Your final grade is calculated based on a weighted average of course activities as follows:

Quizzes	10%
Homework Assignments/Discussions/Adobe Connect	10%
The Sales Project (Total)	55%
Sales Project Source (5%)	
Sales Call Strategy Report (20%)	
Sales Call Demonstration Video (25%)	
Self and Peer Evaluation of Sales Videos (5%)	
Sales Video Evaluations	10%
FFA Sales Day OR Sales Technique Video	5%
<u>Comprehensive Final Examination</u>	<u>10%</u>
Total Grade Composition	100%

Grading Scale

Course grades will be assigned according to the following grading scale:

A	94% or above	Excellent Performance
A-	90% - 93%	
B+	86% - 89%	Very Good Performance
B	83% - 85%	Good Performance
B-	80% - 82%	
C+	76% - 79%	Adequate Performance
C	73% - 75%	Acceptable Performance
C-	70% - 72%	Acceptable Performance
D+	66% - 69%	Marginally Acceptable Performance
D	63% - 65%	Weak Performance
D-	60% - 62%	
E	Below 60%	Unacceptable Performance

Students are expected to keep track of their course grades and progress. It is the student's responsibility to make sure all assignments are submitted correctly and the instructor or Teaching Assistant(s) receives his or her work. If the Canvas gradebook does not show an assignment, quiz, etc. that you have submitted, contact the instructor immediately. **Any questions or concerns should be discussed with the instructor via email or in person** as soon as possible. If a student is missing a grade or has a grade complaint, he or she must **report the missing grade/concern within two weeks of the respective grade being posted**. Grades will not be adjusted for complaints submitted more than two weeks after the feedback is posted.

UF policy on grades and grade points can be found at the following link:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.

Requirements for class attendance and make-up exams, assignments and other work are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Course Due Dates – All deadlines are expressed in EST.

Deadlines for all course activities are posted on the Canvas website in the course page for the respective week. **No late work will be accepted.** If you have extenuating circumstances that may prevent you from adhering to a deadline, please email me **immediately** and I will work with you on a case-by-case basis.

Quizzes, discussions, and assignments must be completed within the week assigned. All weekly assignments and assessments are due **Sundays by 11:59pm EST** unless otherwise noted. Discussions have TWO deadlines – to receive full credit, students must write an original post before **Thursday at 11:59pm** AND post two replies by Sunday at 11:59pm.

Other assignments and project milestones are due according to the posted dates and should be submitted as described in the instructions, using either the assignments or discussions tool in Canvas. The **course due dates** document provides a timeline of due dates for these assignments. The due dates document can be found on the home page of Canvas as well as on the Syllabus page.

The instructor has the right to extend the assignment/assessment deadline in the event of technical difficulties or system malfunction with the Canvas learning management system. Students will not be penalized for technical situations that are out of their control. However, if the technical malfunction is not system-wide, the student is expected to contact the UF Help Desk and submit his or her ticket number with the time and date stamp to the instructor.

Course Activities and Student Responsibilities

Students are responsible for completing homework assignments and quizzes each week. Additionally, you will be asked to prepare a sales project, which includes a written sales strategy report and a formal sales presentation/demonstration. In total, the sales project is worth 60% of your grade. Students should expect to spend a **minimum** of 6-8 hours per week on this course to complete the lectures, chapter quizzes, and associated homework and discussion assignments. The development of the sales project activities will be **in addition to** these 6-8 hours per week devoted to course content understanding.

Lectures, readings, videos, exercises, interactive discussions, and case studies will be used throughout the course. Students are expected to view all course materials posted in Canvas and to complete all course assignments. It is the student's responsibility to log into AEB 3341 in Canvas **daily** to stay ahead of deadlines and complete the necessary work for the course. Students' understanding of course concepts will be shown through a number of written and oral activities.

- Students are responsible for applying what you have learned not only during the semester in this course, but also from other courses leading to this one, to actual business selling situations.
- In addition to quality of content, the instructor and Teaching Assistant(s) will consider quality of presentation (written or oral) while grading.
- This course requires that students go beyond mere memorization or rote implementation of facts. As a student in this course, you must apply concepts and models to business situations and sales exercises. You are encouraged to maintain an open, receptive, and inquisitive attitude toward learning.

Assignments and Quizzes: There will be various assignments and quizzes to assess the comprehension of each week module. **All work is to be submitted through Canvas.** All assignments and quizzes will appear on the course page for the week

under the heading "ASSIGNMENTS" with a link to submit the work. Assignments and quizzes are each worth 10% of the final grade. **No late assignments or quizzes will be accepted.** Once the submission date has passed, the assignment/assessment will close and students will no longer be able to submit his or her work.

- All documents and files should be named FirstInitialLastName with the file extension. An assignment submitted as a Word Document, for example, should be (KDavidson.doc).
- All assignments are to be submitted in English. If you are taking this course in a foreign country, you must have your assignments translated into United States English prior to submitting them to the instructor.
- Quizzes may be taken up to 3 times during the open period for each chapter. The highest quiz grade will be recorded.

Exams: All assessments (exams and quizzes) are online in Canvas and must be completed by the specified deadline – **late submissions will not be accepted** under any circumstances. The final exam is comprehensive and is due the last week of the course.

- All students are encouraged to take exams and quizzes from a network-connected computer (using an Ethernet cord). It is not advisable to rely on a wireless network connection or a dial-up connection for assessments.
- **If you experience technical difficulties while taking the exam, you MUST obtain a Help Desk Ticket from the UF HELP Desk (352-392-HELP(4357)). Forward the help desk ticket with the time and date stamp to your instructor. The exam will NOT be reopened for a student unless the Help Desk Ticket is submitted.**

Sales Video Evaluations: The sales video evaluation assignment accounts for **10% of your final course grade**. This assignment aims to introduce you to the sales project. Students will select two sales videos from the Sales Project Resource page to watch and evaluate. Complete instructions will be posted on the assignment page.

Sales Project: The sales project, in total, accounts for **55% of your final course grade**. This comprehensive project gives you the opportunity to observe sales techniques as performed by a current sales professional. This project also gives you the chance to practice various selling techniques and to demonstrate your command of these selling skills.

The Sales Project consists of four different parts (A-D), briefly described below. Detailed instructions, due dates, and the grading rubric will be posted on the Canvas site.

(A) Sales Project Source Information Sheet (5% of Course Grade)

- To begin the sales project, students will find and shadow a practicing sales professional. The product or service being sold is encouraged to be, but does not have to be, agriculturally related.
 - Since we are studying relationship and repetitive customer sales, **students are not allowed to select retail sales clerks, (also referred to as ‘on the floor’ or ‘grab-and-go’ transactional sales clerks) or sales telephone solicitors, as their sales professional.** You may **not** shadow relatives for this part of the project without prior permission from the instructor.
- To assist you in identifying a sales professional, the first assignment in step 1 of the sales project is to identify your selling network. Complete the “Identify your Network” activity and submit it via Canvas “Assignments.”
- Complete the “Sales Project Source Information Sheet” describing your contact source for the Sales Project and submit it via “Assignments” in Canvas.
 - If you cannot find a sales professional to provide you information, then consult with your assigned Teaching Assistant(s) or the instructor about possible leads in your area of interest.
 - Choose your contact carefully; in the past, some students have ultimately secured employment with or through their contact.

(B) Sales Call Strategy Report (20% of Course Grade)

- The sales call strategy report is a written report prepared for your hypothetical sales call. The full report contains two documents 1) the shadow experience report and 2) the sales call strategy written report.
 - The shadow experience report is a summary of your shadow experience with a sales professional. This section includes a description of your experience, the thank you letter sent to your sales professional, and a copy of the individual’s business card.
 - You will submit the shadow experience report to be graded during week 8. You will **also include the shadow experience section** in the full report, due week 11.
- The sales call strategy section of the report is used to create the foundation for your sales call demonstration video. You will prepare for a hypothetical sales call, developing such things as your customer information, their problems/concerns, your proposed solution and other factors that impact the sales call.
- You will submit the final Sales Call Strategy Written Report via “Assignments” in Canvas by Sunday of week 11.

(C) Sales Call Demonstration Video (25% of Course Grade)

- During week 13, you will conduct a formal oral sales presentation to a prospective customer (person of your own choosing) with you as the seller and other individual as the buyer.
 - In this activity, you will act as a sales person for the company that you shadowed in part B, selling a product from that company's portfolio.
- You will demonstrate your application of strategic selling techniques, including two distinct handling objection methods and one specific (assigned) closing method.
- You will record this demonstration and submit the video file or a link to the video in an online platform such as YouTube. The sales materials used during the sales call, a picture of you in business attire and the video link will be posted in "Discussions" in Canvas for review by your instructor, teaching assistant(s), yourself and your peers.

(D) Self - and Peer- Evaluations of the Sales Call Demonstration (5% of Course Grade)

- Utilizing the "Self_Peer_Eval_Rubric.docx" posted in Canvas, each student will submit one (1) Self Review Evaluation of their own sales demonstration and a minimum of two (2) Peer Review Evaluations of other students' sales demonstrations by observing the videos posted in Canvas "Discussions".
- You will constructively evaluate the sales call presentation, noting a minimum of three (3) elements of the sales presentation that were done well and a minimum of one (1) element which the seller could improve upon.
- You will submit your peer evaluations (2) to the respective students **AND submit all three word documents** (self evaluation and 2 peer evaluations) via Canvas "Assignments".

FFA Sales Day OR Sales Technique Video Project (5% of Course Grade): Students will participate in ONE of the following for this grade. No individual will participate in both projects.

FFA Sales Day Project: Students will be selected to assist in the annual FFA Sales Contest on campus April 21. The responsibilities include assisting in all aspects of the contest: review of contest activities, setup, judging, scoring, and cleanup. You will be assigned responsibilities such as judging parts of the FFA sales competition for up to 3.5 hours, or helping with set up or contest design. More details will be provided closer to the competition date.

- **Please note:** students MUST be IN GAINESVILLE on the day of the event to participate in the FFA sales day. If you are a distance student located outside of the Gainesville area you must be able to commit to travel in order to be considered for participation in the event.

- **Not all students enrolled in the course will be needed to assist with the FFA sales day.**
- **Students will be selected to participate in the FFA project based on the following criteria:**
 - Good academic standing
 - Very good understanding of the sales process
 - Expressed interest in participating
- Students selected as contest judges will interact with contestants and must demonstrate solid evaluation and analysis skills.
- Other students (non-judges) will participate in the following ways:
 - Interacting directly with contestants by playing the customer role
 - Time keepers and graders for the presentation contest
 - Grading the written exam
 - Set up, clean up, and recording the scores
 - Audience member - listen and ask the contestant questions
- Students interested in assisting with the FFA Sales Contest can sign up via Canvas "Scheduler." If you are **selected** to participate, Dr. Alan Wysocki will notify you via email/Canvas Announcements. The announcement will be made as soon as possible (approximately late March).
 - Please let your instructor know immediately if you are selected and unable to attend to judge or participate in the sales contest.
- **Students who are not selected to assist with the FFA Sales Day must instead complete the Sales Technique Video Project.**

Sales Technique Video Project: Students who are not able/selected to participate in the FFA sales contest are automatically assigned to complete the sales technique video project. You will select one course topic to research and prepare a short video. The video may be a brief discussion by the student OR an interview with an actual sales professional. Each student must select a unique topic and work alone for this project. **ALL students** (including those who wish to participate in the FFA sales day) **will sign up for a topic** via Canvas Discussions by the end of week 15.

- **Students who fail to sign up for a topic via Canvas discussions by the due date will automatically forfeit this 5% portion of the final grade and WILL NOT be considered for participation in the FFA sales day.**

Complete instructions for the sales technique video project will be posted on the assignment page in Canvas.

Extra Credit: Adobe Connect Class Sessions will be scheduled periodically throughout the semester; all students are required to attend or watch the recording of these virtual sessions. Extra credit points will be awarded to those students who attend the LIVE Adobe Connect discussion session. Students will receive extra credit each time (up to 8 sessions) they attend live. The virtual classroom sessions allow students to show their understanding of course materials through peer interaction. Live participation is highly encouraged. Additionally, the final discussion thread of the semester, "Course Semester Feedback" will count as extra credit.

Online Course Evaluation Process (end of semester):

- Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>.
- Evaluations typically open during the last two weeks of the semester; students will be alerted when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

Professionalism: The course forum is a respectful and professional environment. All communication with the instructor, teaching assistants, and other students should be **professional**. I will absolutely not tolerate disrespect (i.e., slander, vulgarity, etc.) in any manner. Please be mindful of this during your peer evaluations and discussion participation. Show respect for all class members, interact, and have fun!

Plagiarism will not be tolerated.

- University policy will be followed for students submitting an assignment determined by the instructor to have violated the Academic Honesty Policy and Honor Code.
- **Abide by the University Academic Honesty Policy and Honor Code as stated on following page under "Academic Honesty".**
- It is assumed that you will complete all work independently in each course unless the instructor provides explicit permission for you to collaborate on course tasks (e.g. assignments, papers, quizzes, exams). Furthermore, as part of your obligation to uphold the Honor Code, you should report any condition that facilitates academic misconduct to appropriate personnel. It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated.

Emails: Every student at the University of Florida has the privilege of a Gatorlink account that provides a mailbox, computer lab access, and E-Learning access. From

the IFAS Computer lab, you may access the Gatorlink site to establish a Gatorlink account. The URL is <http://www.gatorlink.ufl.edu>.

During the course of the semester, the instructor will rely heavily on Canvas announcements and email as a vehicle for distribution of important information. Therefore, each student is required to have an e-mail account no later than the second day into the semester.

Students are required to check their Gatorlink e-mail account daily. Also, each student is required to provide the instructor with a second, individual e-mail account to facilitate communications. Please provide the instructor with a secondary, individual e-mail address that you check frequently. This account will be used as a backup account for communications should the Canvas account experience technical difficulties.

Professional emails should include a greeting or salutation, a body with proper grammar and punctuation, and a closing with your signature. Abbreviations or slang such as “LOL” should never be included in formal correspondence. Discussion posts should be carefully thought out and written clearly. Keep these tips in mind not only when communicating with your instructor and teaching assistant(s), but also with sales professionals you plan to contact.

Next Steps

Once you have finished reading the Syllabus, please return to the Canvas Learning Management System, complete the Semester Computer Check-up on the Start Here Page, then proceed to Week 1 for information and instructions regarding assignments and activities to be completed. You will progress to Week 2 and beyond as the semester unfolds. Each module or ‘Week’ opens on a Sunday and assignments are due on the following Sunday.

Academic Honesty, Software Use, UF Counseling Services, Services for Students with Disabilities

Academic Honesty

As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge: ***“We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.”***

You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit at the University of

Florida, the following pledge is either required or implied: ***"On my honor, I have neither given nor received unauthorized aid in doing this assignment."***

The university requires all members of its community to be honest in all endeavors. A fundamental principle is that the whole process of learning and pursuit of knowledge is diminished by cheating, plagiarism and other acts of academic dishonesty. In addition, every dishonest act in the academic environment affects other students adversely, from the skewing of the grading curve to giving unfair advantage for honors or for professional or graduate school admission. Therefore, the university will take severe action against dishonest students. Similarly, measures will be taken against faculty, staff and administrators who practice dishonest or demeaning behavior.

Students should report any condition that facilitates dishonesty to the instructor, department chair, college dean or Student Honor Court.

(Source: 2008-2009 Undergraduate Catalog)

It is assumed that you will complete all work independently in each course unless the instructor provides explicit permission for you to collaborate on course tasks (e.g. assignments, papers, quizzes, exams). Furthermore, as part of your obligation to uphold the Honor Code, you should report any condition that facilitates academic misconduct to appropriate personnel. It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action.

It is assumed all work will be completed **independently** unless the assignment is defined as a group project, in writing by the instructor.

The Honor Code will be vigorously upheld at all times in this course. For more information regarding the Student Honor Code, please see:

<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>.

Distance Learning

Each online distance learning program has a process for, and will make every attempt to resolve, student complaints within its academic and administrative departments at the program level. See <http://distance.ufl.edu/student-complaints> for more details.

Software Use:

All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate.

Services for Students with Disabilities

The Disability Resource Center coordinates the needed accommodations of students with disabilities. This includes registering disabilities, recommending academic accommodations within the classroom, accessing special adaptive computer equipment, providing interpretation services and mediating faculty-student disability related issues. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation

Disability Resource Center, 0001 Reid Hall, 352-392-8565, www.dso.ufl.edu/drc/

Campus Helping Resources

Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university's counseling resources. The Counseling & Wellness Center provides confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance.

University Counseling & Wellness Center, 3190 Radio Road, 352-392-1575, www.counseling.ufl.edu/cwc/

- Counseling Services
- Groups and Workshops
- Outreach and Consultation
- Self-Help Library
- Wellness Coaching

U Matter We Care, www.umatter.ufl.edu/

Career Resource Center, First Floor JWRU, 392-1601, www.crc.ufl.edu/

**AEB 3341: Selling Strategically
Spring 2017
Course Schedule and Key Deadlines**

Week 1: January 4-8

- Introduction, syllabus and course overview
- Overview of the sales project

Week 2: January 9-15

- Chapter 1: Relationship Selling Opportunities in the Information Economy
- Chapter 2: Evolution of Selling Models that Complement the Marketing Concept
- Introductory bio video and student profile form due
- Identify your selling network due

Adobe Connect Class Session #1: January 11, 6:00pm-7:00pm EST

Week 3: January 16-22

- Chapter 3: Creating Value with a Relationship Strategy
- Chapter 4: Communication Styles: A Key to Adaptive Selling Today
- Determine your own communication style and MBTI
- Resume due

Week 4: January 23-29

- Chapter 5: Ethics: The Foundation for Relationships in Selling
- Chapter 6: Creating Product Solutions
- Avoiding plagiarism
- Sales project source information sheet due
- Elevator speech due

Adobe Connect Class Session #2: January 23, 9:30am-10:30am EST

Week 5: January 30-February 5

- Chapter 7: Product-Selling Strategies that Add Value
- Chapter 8: The Buying Process and Buyer Behavior
- Evaluation of past sales call videos due

Week 6: February 6-12

- Chapter 9: Developing and Qualifying a Prospect Base
- Chapter 10: Approaching the Customer with Adaptive Selling

Adobe Connect Class Session #3: February 9, 3:00pm-4:00pm EST

Week 7: February 13-19

- Chapter 11: Developing Customer Needs with a Consultative Questioning Strategy
- Chapter 12: Creating Value with the Consultative Presentation

Week 8: February 20-26

- Chapter 13: Negotiating Buyer Concerns
- Shadow experience report due

Adobe Connect Class Session #4: February 22, 6:00pm-7:00pm EST

Week 9: February 27-March 5

- Chapter 14: Adapting the Close and Confirming the Partnership
- Sales call strategy worksheet and value analysis due (outline of sales report)

Week 10: March 6-12

- Spring Break (Academic Holiday)

Week 11: March 13-19

- Chapter 15: Servicing the Sale and Building the Partnership
- Chapter 15 Case Study
- Sales project written reports due March 19 at 11:59pm

Adobe Connect Class Session #5 (two options): March 15, 10:00am-11:00am and 6:00pm-7:00pm EST

Week 12: March 20-26

- Chapter 16: Opportunity Management: The Key to Greater Sales Productivity
- Handling objections and closing strategies will be assigned
- Feedback will be posted for sales project written reports

Week 13: March 27-April 1

- Sales call video demonstration due

Adobe Connect Class Session #6: March 27, 3:00pm-4:00pm EST

Week 14: April 2-9

- Online course evaluations available
- Self and peer evaluations of sales demo videos due

Adobe Connect Class Session #7: April 5, 10:00am-11:00am EST

Week 15: April 10-16

- Sales technique video topic due April 16 (all students must submit a topic)
- Course semester-end feedback discussion (extra credit) due

Adobe Connect Class Session #8: April 10, 9:30am-10:30am EST

Week 16: April 17-23

- FFA sales competition (select students) April 21
- Sales technique video due (non-FFA day students)
- Comprehensive final exam due April 23 at 11:59pm