

AEB 3341
Selling Strategically
Spring 2012 Semester (Section 2146)

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This class meets in McCarty Hall C, room 100: Tuesdays (1:55-2:45pm) and Thursdays (1:55-3:50pm).

Instructor Office Hours

Monday, Wednesday, and Friday from 1:00 PM – 2:00 PM. If I am unable to keep office hours on a given day, I will email the class the day before to notify you. I will be using the UF listserv to communicate class information to you so you must be checking your ufl.edu email account on a regular basis. I ask that you try to see me during my office hours. I am happy to schedule an appointment outside of office hours. Send me an email to schedule these appointments. I am always available via email. For the spring semester, I will be the primary TA for students with last names (H-P)

TA Office Hours (McCarty Hall A, room 1172)

Randi Sasser (rsasser08@ufl.edu; Students with last names (A-G) M-W-TH 10:40-11:30 am.

Diwash Neuprene (dneuprene@ufl.edu; Students with last names (Q-Z) Wednesday, 10:00-11:00 am and Friday 10am-noon.

Dr. Wysocki's Program Assistant (Jess does NOT know class specifics, contact only in an emergency)

Jessica Herman: Office: 1157 McCarty Hall A; Office Phone: (352) 392-1826 Ext. 200. Jess will know my availability and have access to my calendar.

Required Materials

Optional Textbook: *Selling Today/Creating Customer Value* - Twelfth Edition by Gerald L. Manning, Michael Hearne, and Barry L. Reece. (ISBN No. 978-0-13-210986-4). Although optional, it is an excellent resource. I have combined my class lecture material with this textbook as of Summer, 2011.

AEB 3341 Selling Strategically Lecture Notes, by Allen F. Wysocki

AEB 3341 Selling Strategically Assigned Readings by SellingPower.com.

The lecture notes and assigned readings are available at Target Copy (on University Ave or Butler Plaza) at a cost of approximately \$30.00 for the course notes and approximately \$6 plus tax for the readings. The course lecture notes are contained in the 3 ring binder and the assigned readings are bound separately because of copyright issues. If you prefer, you may also download course note handouts and assigned readings off the class website. **Social Styles Worksheet from Wilson Learning Corporation will need to be purchased from Target Copy as well. Unlike the course notes and sales articles, the Social Style worksheet is copyrighted and you will need to purchase this by the time we use it in class later this semester.** I will remind you of this during the semester. Additional required handouts outlining course projects and assignments will be provided to students throughout the semester. Each of these handouts may also be acquired by accessing the course website.

Course Description

This is an introduction to professional selling techniques with emphasis given to food and agricultural products, technical systems, and specialized services. Students are expected to gain a formal understanding of the skills necessary to become a successful sales professional. In addition to homework assignments and tests, students will be required to formulate a sales shadow-strategy report, conduct a formal sales presentation, and role-play as both the seller and the buyer. Students will practice principles of effective interpersonal communication, as well as the role of ethics and morality in the business environment. The science of strategic selling is a form of effective communication. These skills are essential to all professional careers even if you never have direct sales responsibilities. **Everybody can and should know how to strategically sell!**

Learning Objectives

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

1. Identify the role of selling in your daily life.
2. Sell yourself in the form of a resume that focuses on skills verses duties/responsibilities
3. Identify the effective use of the seven steps of the selling process.
4. Demonstrate mastery of key course concepts including: a) ego drive and empathy, b) Features, Advantages, and Benefit statements, c) the 4 steps of a Selling Point, d) the 4 steps of Handling Objections, and e) the 5 steps to Closing a Sale. Mastery will be demonstrated on quizzes, exams, in-class discussion, and in the sales project.

Student Responsibilities

Lectures, readings, exercises, and cases will be used throughout the course. You are responsible for all in-class material presented and for all assignments of out-of-class work. If you miss a class, it is your responsibility to get lecture notes from colleagues and to talk with the instructor about assignment(s) that are due.

Command of knowledge and course concepts will be shown through a number of written and oral activities. You are responsible for applying what you have learned to actual business problems. In addition to quality of analysis and synthesis, quality of presentation (written or oral) will be part of the grading. This course requires that students go beyond mere memorization of facts. As a student, you must be willing to apply concepts and models. You are encouraged to maintain an open, receptive, and inquisitive attitude toward learning.

E-Mail Accounts

During the course of the semester, the instructor will rely heavily on e-mail as a vehicle for distribution of important information (e.g., announced quizzes, guest lectures, reading assignments). The instructor finds the email system within E-Learning to be cumbersome and for this reason it has been disabled. Please send your emails directly to the instructor and TAs. **Students are required to check their Gatorlink e-mail on a daily basis.** Every student at the University of Florida has the privilege of a Gatorlink account that provides a mailbox, computer lab access, and limited Internet dialup. To establish a Gatorlink account, the URL is <http://www.gatorlink.ufl.edu>. You may also go to CIRCA, in the HUB, to establish an account there.

Course Website

Throughout the semester, we will rely on our course website. It is best for you to access the course website through the “e-Learning Support Services Homepage.” You will need a Gatorlink account (discussed above) to log on to Sakai in E-Learning. To log on to Sakai in E-Learning, you must go to <http://lss.at.ufl.edu/> and click on the hyperlink “e-Learning.” Click continue and enter your Gatorlink ID and password. You will then be taken to the “E-Learning (Sakai): My Workspace” Homepage. From here, you can easily access the course website by clicking on the appropriate hyperlink.

Students with Disabilities

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. 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. The physical address is in the Disability Resource Center (DRC) located in 0001Reid Hall, 392-8565, www.dso.ufl.edu/drc/. If you have a need for accommodations due to a disability, please meet with me privately during office hours or by appointment. I am very willing to work with you and will do all I can to help accommodate your needs.

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.

Campus Helping Resources

Several resources are available on campus for students, especially if academic performance is at stake. In general, the Dean of Students Office provides a hub for these services:

Location: P202 Peabody Hall

Dean of Students Office (<http://www.dso.ufl.edu>)

Telephone: 392-1261

Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university's counseling resources (<http://www.dso.ufl.edu/supportservices/campuscounseling.php>). Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance. These resources include:

Counseling and Wellness Center (<http://www.counseling.ufl.edu/cwc/>)

Location: 3190 Radio Road

Telephone: 392-1575

Student Health Care Center (<http://shcc.ufl.edu/>)

Location: SHCC Infirmary Building

Telephone: 391-1161

Career Resource Center (<http://www.crc.ufl.edu>)

Location: 1st Floor (CR-100), Reitz Union CR-100

Telephone: 392-1602

Academic Honesty

Academic Honesty (<http://www.dso.ufl.edu/sccr/honorcodes/conductcode.php>). The academic community at UF prides itself on intellectual growth as well as stimulating and encouraging moral development. This is accomplished through nurturing and maintaining an environment of honesty, trust and respect. The responsibility to maintain this environment falls with student as well as faculty members.

Students who enroll at UF commit to holding themselves and their peers to the high standard of honor required by the Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. Thus, on all work submitted for credit, the following pledge is implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." Moreover, any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action.

Violations of the Academic Honesty Guidelines shall result in judicial action and a student being subject to the sanctions in paragraph XIV of the Student Conduct Code. For example, conduct such as cheating and plagiarizing constitutes a violation of the Academic Honesty Guidelines (University of Florida Rule 6C1-4.017), which will be vigorously upheld at all times in this course.

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

Faculty Responsibility: Faculty members have a duty to promote honest behavior and to avoid practices and environments that foster cheating in their classes. Teachers should encourage students to bring negative conditions or incidents of dishonesty to their attention. In their own work, teachers should practice the same high standards they expect from their students.

Administration Responsibility: As highly visible members of our academic community, administrators should be ever vigilant to promote academic honesty and conduct their lives in an ethically exemplary manner (Source: 2010-2011 UF Undergraduate Catalog).

The above policies will be vigorously upheld at all times in this course.

Course grades will be assigned by the following criteria:

For detailed information regarding UF grading policies for assigning grade points, check the following undergraduate catalog web page <http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>.

A	92-100%	C	72-75.99%
A-	89-91.99%	C-	69-71.99%
B+	86-88.99%	D+	66-68.99%
B	82-85.99%	D	62-65.99%
B-	79-81.99%	D-	59-61.99%
C+	76-78.99%	E	<58.99%

It is expected that students will keep track of their course progress on the course website (discussed above) as grades will be updated frequently throughout the semester. Any discrepancies should be reported to Dr. Wysocki as soon as possible.

Grading Calculation Breakdown

Your final course grade will consist of a weighted average of the following:

Quizzes	15%
Selling Yourself (Resume).....	5%
The Sales Project	35%
In-class examinations (3 Midterms and a Final).....	40%
FFA Sales Contest or Class Improvement Assignment.....	5%
Total	100%

Quizzes (15% of your final course grade)

There will be at least 10 quizzes this semester (most, but not all will be announced). These quizzes are designed to test your knowledge of course concepts and readings prior to the regularly scheduled exams. The two lowest quiz scores will be dropped. Make-ups for quizzes will generally not be allowed (if you miss a quiz you can use one of your dropped scores for this purpose). In addition to the quizzes, you will also receive grades in this category for completing your information sheet, having your picture taken for the information sheet, and meeting with your TA.

Selling Yourself (Resume) Assignment (5% of your final course grade)

This assignment is designed to help students effectively market and sell themselves to a potential employer, much like they would a product or service. For this assignment you will be constructing a resume and cover letter to fit a job description of your choosing/making an attempt to “sell yourself” to a potential employer. See the assignment handout for specifics regarding late assignments.

The Sales Project (35% of your final course grade)

You will shadow a practicing professional in this project. The product or service you represent does **not** have to be limited to your major. Students are not allowed to select retail sales clerks (i.e., behind the counter at Sears). If after you make a valid attempt to find a sales profession and you cannot find one, consult with Dr. Wysocki. If it is determined that you have exhausted all possible leads, then Dr. Wysocki will help you find a sales rep. Some students have successfully secured employment with their contact. See the assignment handout for specifics regarding late assignments. The Sales Project consists of multiple sections, explained in greater detail in another handout:

1. Sales Project Source
2. Business Profile/Sales Call Strategy Worksheet (written paper)
3. One-on-One Sales Call (including handling objections and closing strategies)
4. Self-Evaluation of the One-on-One Sales Call

Guest Speakers

It is my intention to bring in a number of guest speakers this semester to discuss various aspects of the sales process with the class. Your attendance and contribution for these announced events will be rewarded as part of your quiz grade.

In-Class Examinations (40% of your final course grade)

There is a total of four examinations in this class. **All students are required to take the 1st exam.** The first exam is worth 10% of your final grade. It is weighted lower than the remaining two exams so you will have a better idea of how the exams in this class are structured. You will then choose which two of the remaining three exam grades you wish to keep. For example, you could take exam 1, 2, and 3 and not take the final. You could take exam 1, 3, and the final or you could take exam 1, 2, and the final. Each of the remaining exams you take will be worth 15% of your final grade. The fourth exam (the final exam) is comprehensive. There will be no make-up exams given for the three midterm examinations, so plan your travel schedules accordingly. On a case-by-case basis, the instructor will work with students to accommodate exam conflicts, provided the student contacts the instructor about the conflict prior to the exam. Should a student miss a scheduled exam during the semester, a make-up exam will be offered during the course's official final exam date, which is Thursday, May 3 from 3:00-5:00 PM in McCarty Hall C, room 100. The make-up exam will be comprehensive, incorporating course material from the entire semester. All students who take the first three exams will have the option of taking the final examination, should they desire a chance to substitute an undesirable semester exam score with the final examination score.

Important Dates (Subject to change)

University Drop/Add Deadline	Friday January 13, 11:59 PM
All students have picture taken/ Info Sheets Due	Tuesday January 17
Selling Yourself Assignment Due	Tuesday Jan 24, beginning of class
Sales Project Source Due	Tuesday Jan 31, by class time
Exam #1 (Lecture Units 1 through 7)	Thursday February 9
Evaluation of Past Sales Call Video Due	Thursday March 1, by class time
No Class (Spring Break)	March 5-9
Sales Written Project Due	Tuesday March 20, by class time
Exam #2 (Lecture Units 8 through 13)	Thursday March 22
One on One Sales, Handling Objections & Closing Presentations	April 4-18 Outside of class times
Last Day to Drop a Class	Friday April 13 (5pm)
Exam #3 (Lecture Units 14 through 17)	Thursday April 19
Self-Evaluation of the 1 on 1 Calls Due	Tuesday April 24 by 5pm
Last Day of Class	Tuesday April 24
Comprehensive Final Examination	Thursday May 3 (3:00-5:00pm)

Sales Class Improvement Project/FFA Sales Contest (5% of your final course grade)

FFA Sales Contest (Friday April 27): There are four components of this contest. As student assistants you will assist the instructor in all aspects of the contest including: review of the contest activities, setup, judging, and scoring/clean up. Some students will judge parts of the competition for up to 3.5 hours, others will assist in set up and contest design, etc. More details will be forthcoming. Not all students will be needed to judge this contest. Your instructor will select students as judges. Those students not selected for judging will be do the class improvement project. Mid-way through the semester, your instructor will let you know if you will be asked to help judge the FFA sales contest. Please let your instructor know at that time if you are unable to judge. In this case, you will be assigned to the class improvement. **Class Improvement Project:** Using the completed course notes in PowerPoint learning module from the course website, you will be assigned to review one of the 17 units covered during the semester. You are to work individually on this assignment. Specifically you will identify any material you would delete in the unit, add three new concepts to the unit, add three new multi-media links, add 5 references relating to the content covered in the unit, and provide any suggestions for a new unit in Selling Strategically that we current do not cover in this class. Complete assignment details will be explained in the class improvement assignment handout.

Course Outline

Unit 1. Relationship Selling Opportunities

- a. Your personal selling philosophy
- b. Ingredients for success
- c. Sales as a career
- d. Employment settings in sales

Unit 2. The Evolution of Selling Models

- a. The marketing concept
- b. The strategic consultative selling model
- c. Cost of salesperson turnover

Unit 3. Creating Value Through Relationships

- a. Relationship strategies
- b. Negotiation outcomes
- c. The raving fan concept
- d. Communication basics

Unit 4. Communication Styles

- a. Shared field of experience
- b. Communication styles
- c. Effective use of communication styles in selling

Unit 5. Ethics in Selling

- a. Conflicts confronting salespeople
- b. Ethical relationships
- c. Legal issues
- d. The UCC

Unit 6. Creating Product Solutions

- a. Developing a product strategy
- b. Strategic knowledge
- c. F.A.B. selling

Unit 7. Product Selling Strategies

- a. Product positioning strategies
- b. Selling with a price strategy
- c. Selling with a value-added strategy

Exam I: Thursday February 9, 2012

Unit 8. Buying Process/Buyer Behavior

- a. Consumers vs. business buyers
- b. The importance of alignment
- c. Transactional, consultative, and strategic alliance buyers
- d. Influences that shape buyer decisions

Unit 9. Prospecting

- a. The importance of prospecting
- b. Sources of prospecting
- c. NAME criteria

Unit 10. Approaching Customers

- a. Why planning is important
- b. The customer profile
- c. The SPIN method
- d. Sales call objectives
- e. The parts of an opening

Unit 11. Determining Customer Needs

- a. Benefits of consultative selling
- b. The need satisfaction model
- c. Consultative questioning strategies
- d. Active listening

Unit 12. Creating Value in Presentations

- a. Selecting a consultative presentation strategy
- b. Adding value to presentations
- c. Selling points
- d. Value analysis

Unit 13. Negotiating Buyer Concerns

- a. Planning for formal negotiations
- b. Common buyer concerns
- c. 4 steps to handling an objection
- d. Handling objection strategies

Exam II: Thursday March 22, 2012

Unit 14. Closing the Sale

- a. Buyer's remorse
- b. When to close
- c. 5 steps to closing a sale
- d. Closing strategies

Unit 15. Follow-up

- a. Building long-term partnerships
- b. Follow up methods

Unit 16. Opportunity Management

- a. Dimensions of opportunity mgt.
- b. Records management systems
- c. Time/stress management strategies

Unit 17. Sales Management

- a. The sales management profession
- b. Leadership in sales management
- c. Organizing the sales force
- d. Time & territory management
- e. Recruiting the sales force

Exam III: Thursday April 19, 2012

Final: Thursday May 3 (3:00-5:00 pm)

(optional, if you have taken the first 3 exams)