

MARK: 4210

**WELCOME
TO
ACCOUNT MANAGEMENT
AND
PROFESSIONAL SELLING
15-731**

SYLLABUS

**Student Learning Center
Room 147**

**Monday-Wednesday-Friday
2:30 P.M. – 3:20 P.M.**

Fall Semester 2007

MARK: 4210

ACCOUNT MANAGEMENT
AND
PROFESSIONAL SELLING

TABLE OF CONTENTS

- SCHEDULE
- COURSE SPECIFICS
- ABOUT YOUR INSTRUCTOR
- COURSE DESCRIPTION, OVERVIEW, AND OBJECTIVE
- GRADE STRUCTURE & COURSE REQUIREMENTS
- BRIEF FORMAT
- TEST STRUCTURE, POLICIES, AND PROCEDURES
- SALES PRESENTATIONS, ROLE PLAYS AND FINAL TEAM PRESENTATION
- THE MARKETING WHEEL (5 P's)

Mark: 4210

Fall Semester 2007

Month	Week	Monday	Wednesday	Friday
August	1	8/13 – Office	8/15 – Office	8/17 – Introduction
	2	8/20 – Lecture	8/22 – Lecture	8/24 – Lecture
	3	8/27 – Lecture	8/29 – Lecture	8/31 – Lecture – <u>Brief One</u> Team Case Pres.
September	4	9/3 – Holiday	9/5 – Lecture Team Case Pres	9/7 – Lecture Team Case Pres
	5	9/10 – Lecture Team Case Pres	9/12 – Lecture	9/14 – Test One
	6	9/17 – Lecture Team Case Pres	9/19 – Lecture	9/21 – Lecture Team Case Pres
	7	9/24 – Lecture – Brief Two – Team Case Pres	9/26 – Team Case Pres. – Lecture	9/28 – Team Case Pres. – Lecture
October	8	10/1 – Lecture Team Case Pres	10/3 – Lecture Team Case Pres	10/5 – Lecture Team Case Pres
	9	10/8 – Team Case Pres. - Lecture	10/10 – Lecture	10/12 – Lecture
	10	10/15 – Lecture	10/17 – Speaker	10/19 – Lecture Brief 3 Due
		Saturday 10/20 – Sales Competition		
	11	10/22 – Lecture	10/24 – Test Two	10/26 – Fall Break
November	12	10/29 – Lecture Team Role Play	10/31 – Lecture	11/2 – Lecture Team Role Play
	13	11/5 – Lecture Team Role Play	11/7 – Lecture	11/9 – Lecture Team Role Play
	14	11/12 – Lecture – Brief Four Due Team Role Play	11/14 – Lecture Team Role Play	11/16 – Lecture Team Role Play
	15	11/19 – Lecture Team Role Play	11/21 – Thanksgiving	11/23 – Recess
	16	11/26 – Lecture Team Role Play	11/28 – Lecture Team Role Play	11/30 – Lecture Team Role Play
December	17	12/3 – Lecture 12/4 – Lecture	12/5 – Team Pres 12/6 – Team Pres	12/7 – Team Pres
	18	12/10 – Final Exam 3:30 PM-6:30PM	12/12	12/14

12/15 – GRADUATION

* Please Note Tuesday 12/4 is a M-W-F Schedule

** Please Note Wednesday 12/5 – No Class – Team Presentation

MARK: 4210

WK #	CHAPTERS
1	Introduction – Ch. 1
2	Chapters 1 & 2
3	Chapter 2
4	Chapters 3 & 4
5	Chapter 4 – Test One (Chapters 1-4 & Cases)
6	Chapters 5 & 6
7	Chapters 6 & 7
8	Chapters 7 & 8
9	Chapters 8 & 9
10	Chapter 9
11	Chapter 10 – Test Two (Chapters 5-10 & Cases)
12	Chapter 11
13	Chapter 12
14	Chapter 13
15	Chapter 13 & 14
16	Chapters 15
17	Chapters 16 - 17
18	Final Exam (Chapters 11-17)

COURSE SPECIFICS:

MARK: 4210 Account Management & Professional Selling
CREDIT HOURS: 3 Hours
PREREQUISITES (S) Mark 3000 Call Number: 15-731

Developing and managing a relationship or partnership with a key or national account. Professional selling, including customer opportunity analysis, problem identification, needs assessment, value analysis, and value-based selling. Contact manager systems and role-plays are used to each selling competencies.

Sales and sales management opportunities exist in a wide range of profit and nonprofit organizations and in product and service organizations, including financial, insurance consulting, and government. People have to carefully match their backgrounds, interests, technical skills, and academic training with available sales opportunities. Training programs vary greatly in form and length, ranging from a few weeks to two years. The typical entry-level job is sales representative. Career paths lead from salesperson to district, regional, and higher levels of sales management, and in many cases, the top management of the firm. An outgoing personality, competitive spirit, and ability to communicate clearly and effectively are characteristics of the successful salesperson.

TEXT: Fundamentals of Selling: 10th Edition
Charles M. Futrell
McGraw Hill Irwin

ISBN 978-0-07-340469-1

REFERENCE: Sales and Marketing Management Magazine
Advertising Age
Harvard Business Review

Class Meetings Monday-Wednesday-Friday
Time 2:30PM – 3:20 PM
Building Room SLC 147

About your Instructor

Name: H. Kevin Ellis
Office: Brooks Hall/Room 126
Tel: (706) 542-5582
e-mail: kellis@terry.uga.edu

Office			Class Hours
Hours:	Monday - Thursday	9:30 – 11:00am	Mon. Wed. Fri
	Friday	3:30 – 5:00 p.m.	11:15a.m. – 12:05 p.m.
P.S.E.	Wednesday	7:00 – 9:00 p.m.	2:30 p.m. – 3:20 p.m.
			Tues-Thur 2:00p.m. – 3:15p.m.

Courses taught: Graduate
Marketing Management (MBA)
Business to Business Marketing (MBA)
Marketing Research Project I & II (MMR)

Undergraduate

Marketing
Marketing Honors
Sales Management
Professional Selling
International Marketing
Market Research
Advertising and Sales Promotion
Marketing Strategy
Consumer Behavior

Advisor: P.S.E
Sales and Marketing
Fraternity

Coordinator: Terry Sales
Competition

Trainer: National Sales
Competition

Other teaching
experience: Macroeconomics
Microeconomics
Management
Business Law

Professional Experience: Field Sales Management (Direct, Distributor, Broker & Retail), Brand Management, Marketing Research, Distribution Logistics, Consulting and Training, Strategic Planning, Marketing Planning and Retail Location Analysis.

Companies: Shell Chemical (New York City, N.Y.)
Mars, Inc.-Kal Kan Foods (Vernon, California)
Volkswagen - Porsche/Audi (Wolfsburg, Germany)
Avon Products, Inc. (New York City, N.Y.)
Olympia Brewing Company (Tumwater, Washington)
E & J Gallo Wineries (Modesto, California)
DLA Associates (Milledgeville, Georgia)

Consulting Experience: Textron/E.Z.Go
Georgia Pacific (forest products)
Kroger Company

MARK 4210

Account Management and Professional Selling

Description:

This course provides an examination of the theory and practice of salesmanship. It is designed primarily to give a professional foundation to students who will be involved in personal selling careers and to acquaint those who will be engaged in marketing management with the capabilities and problems of the sales force. Analytical skills are developed through experiential exercises and/or case studies. Sales/selling skills are developed through the research, design and production of a comprehensive sales scenario.

Overview:

Selling is a process in which all members of a company participate. This participation results in success which is measured in terms of revenue, market share, profitability, and return on equity.

At the core of this sales process is communication; it has been said that 95% of all business problems emanate from mis-or no communication. Every presentation of a new idea, program change, new direction, new product/service requires excellent sales communication skills. Corporations are investing billions of dollars in the development of their employees' communication skills.

The client/customer is truly #1 on the priority list; it costs 5 x as much to attract/acquire a new client as it does to build on your current client/customer relationships.

This is, in essence, what this course is about—growing a business by growing a strong client/customer base.

Objectives:

Develop an understanding of what selling really is.

Analyze the integration of this function within a company's structure.

Review, analyze, and develop critical sales communication skills

Understand the process of growing a business.

Analyze the prerequisites of successful selling which relate quality & customer service to customer retention and overall customer relationship management.

Understand the teambuilding process and its relationship to the partnering concept

Mark: 4210
 Fall Semester 2007

Grade Computation

		BUDGET	ACTUAL	VARIANCE
ATTENDANCE & PARTICIPATION	(8 random checks 5 points each)	40	_____	_____
<u>TESTS</u>				
1	(50 questions) + 2 Essays	100	_____	_____
2	(50 questions) +2 Essays	100	_____	_____
<u>BRIEFS</u>				
1		25	_____	_____
2		25	_____	_____
3		25	_____	_____
4		25	_____	_____
<u>TEAM CASE ANALYSIS PRESENTATION</u>				
		25	_____	_____
<u>ROLE PLAYS</u>				
		50	_____	_____
<u>FINAL TEAM PRES</u>				
		35	_____	_____
<u>FINAL EXAMINATION</u>				
		50	_____	_____
TOTAL			_____	_____

GRADING SCALE

(Based on a total of 500 points
with plus/minus system)

- 460 = A
- 445-459 = A-
- 430-444 = B+
- 415-429 = B
- 400-414 = B-
- 385-399 = C+
- 370-384 = C
- 355-369 = C-
- 329-354 = D
- <320 = F

20 Points will be added to your total points for participation in the Terry Sales Competition 10/20/07

**PLEASE NOT THAT THERE WILL NOT
BE ANY CURVING OF GRADES**

1. The test questions will be multiple choice and true/false.
2. There will be 1-2 essay questions with each test.
3. The tests will cover all lecture material, chapter assignments, handouts, and assigned research.
4. Neither the tests nor the final examination will be cumulative [the team project is designed to satisfy the cumulative requirement of this course].
5. **If you miss class, you are still responsible** for the material assigned and discussed during that class period(s).
6. **If you miss a test**, documented proof of an extraordinary circumstance(s) will be required in order to receive consideration for a make-up test.

NO DOCUMENTATION = An F grade for that test

7. Students will not be permitted to enter the class once the test starts. **NO ONE WILL BE EXCUSED** (RESTROOM, ETC.) **DURING THE TESTS**.

[Academic honesty and integrity are expected from each student at all times]

General Policies and Procedures:

1. Class will begin on time and conclude on time; leaving class early w/o prior approval will count as an absence
2. Class participation are indicative of your commitment and desire to succeed

[There have been **40** points allotted for attendance which will be taken at random **8** separately scheduled class days – there will be a minus **5** points for anyone absent from class on that day]
3. Working on crossword puzzles, conducting sidebar conversations, working on other course assignments, etc. during this class **WILL NOT BE TOLERATED** – these types of pre-professional behaviors are not consistent with the Terry College of Business Academic Standards.
4. If you have or are experiencing any difficulties which will inhibit your performance in this class, we need to communicate.
5. A number of students in this class will be graduating within the next two semesters; it is important, therefore, to keep in mind that part of our focus in this class will be transitional (what you have studied – to what you will be doing).
6. **Please turn off your cell phones prior to entering class.**
7. Please review the schedule in this syllabus; there will not be any provision for individual final examinations. (The 3 exams in one day exception does apply.)

Mark: 4210

Research Briefs

Brief #	Group	Article
1	A. (A-C)	Jennifer Gilbert, "A Matter of Trust," <u>Sales and Marketing Management</u> (March 2003): 31-35
Due: 8/31	B (D-K)	Jennifer Gilbert, "Image is Everything," <u>Sales and Marketing Management</u> (October 2003): 30-37
	C (L-O)	Rosemary P. Ramsey and Ravi S. Soh, "Listening to Your Customers: The Impact of Perceived Salesperson Listening Behavior on Relationship Outcomes," <u>Journal of the Academy of Marketing Science</u> 25 (Spring 1997): 127-137
	D (P-Z)	Willem VerBeke and Richard P. Bagozzi, "Sales Call Anxiety: Exploring What it Means When Fear Rules a Sales Encounter," <u>Journal of Marketing</u> 64 (July 2000): 88-101
2	A (A-C)	Marven Jolson, "Broadening the Scope of Relationship Selling," <u>Journal of Personal Selling and Sales Management</u> 17 (Fall 1997): 75-88
Due: 9/24	B (D-K)	Bennett Vogles, "Survivors: Sales Secrets From 3 Thriving Companies," <u>Sales and Marketing Management</u> (May 2002): 38-45
	C (L-O)	Grey W. Marshall, Daniel J. Goebel and William Moncrief, "Hiring for Success at the Buyer-Seller Interface," <u>Journal of Business Research</u> 56 (March 2003): 247-255
	D (P-Z)	Kevin Dobbs, "Training on the Fly," <u>Sales and Marketing Management</u> (November 2000): 92-98
3	A (A-C)	J. Conlin, "The Write Stuff," <u>Sales and Marketing Management</u> (January, 1998): 71-75
Due : 10/19	B (D-K)	Ekin Strout "To Tell the Truth," <u>Sales and Marketing Management</u> (July, 2002): 40-47
	C (L-O)	Elana Harris, "Start in the Making," <u>Sales and Marketing Management</u> (March, 2001): 58-61
	D (P-Z)	Andy Cohen, "The Traits of Great Sales Forces," <u>Sales and Marketing Management</u> (October, 2000): 67-52
4	A (A-C)	Bernard L. Rosenbaum, "Do You Have the Skills for 21 st Century Selling? Rate Yourself With This Exercise," <u>American Salesman</u> 45 (July 2000): 24-30
Due: 11/12	B (D-K)	Gabrielle Birkner, "Wish List," <u>Sales and Marketing Management</u> 152 (September 2000): 64-70
	C (L-O)	Darrell K. Rigby, Frederick F. Reicheld, and Phil Scheter, "Avoid the Four Perils of CRM," <u>Harvard Business Review</u> (February 2002): 101-110
	D (P-Z)	Maryann Hammers, "Why Sabotage Yourself," <u>Selling Power</u> (June 2004): 72-75

BRIEF FORMAT

(typed-double spaced – 2 pages - #10 size font)

TO: H. Kevin Ellis
FROM: _____
DATE: _____
ARTICLE: _____

RE: MARK: 4210

SYNOPSIS:

CLASS RELEVANCE:

YOUR OPINION

SIGNATURE

Team Case Presentations:

- One Team Grade

- Each team (4 members will analyze the assigned case from the text – see team schedule for the case and date assigned).
- The case analysis will be presented to the class via power point – each team member will participate in the presentation
- The analysis will include
 - A. Situation overview
 - B. Sales issue
 - C. Evaluation & recommendation
- A one page summary of the aforementioned should be copied and distributed to each class member (48).
- Maximum time allowed – 15 minutes
Dress: business

Final Team Presentations:

- Individual grades

- Each team will select a company from the list in the syllabus.
- The team analysis will include
 - A. Company Profile
 - B. Recruiting & Staffing
 - C. Sales training
 - D. Internal Options
 - E. Competition intensity
 - F. Compensation Structure
 - G. Successful sales executive profile
- Shadowing a sales executive from your selected company would be helpful with this project
- Presentations will be in class – power point
- Maximum time allowed – 60 minutes
- A two page brief is required (same format as the research brief)
 - A. Your input
 - B. Class relevance
 - C. Your opinion
 - D. Your signatureDress: Business

Role Plays

- Individual Grades

- Will be conducted by team – individual team members.
- Elements of the sales process
- Each team member will role-play a buyer and a sales person
 - A. Approach
 - B. Needs & benefits
 - D. Asking for order-close
 - Next Compelling EventDress: Business

MARK: 4210
Team Structure
Fall 2007

1	Allen, Ashley Elizab Ashendorf, Anne Adai Bush, John Richard Cook, James Larkin	7	Mullins, Andrew Dura Murray-Hobbs, Michae Oliver, Benjamin Lee Orred, Talia Anne
2	Cooper, John Jarrett Cope, Bryan Michael Deved, Christopher R. Evans, Frederick D.	8	Reynolds, Rebecca Ka Rogers, Matthew Chri Snodgrass, Brent All St John, Scott Cory
3	Fain, Ryan Lamar Fitzpatrick, Ryan Ch Fleming, Brndon Mic Frazier, Joanna Eliz	9	Stephenson, John And Susemih., Celeste M Szadek, Jacklene Mar Valdez, Allison Magn
4	Goodyear, Brittany D. Gregory, Christian T Hammond, James Clayb Hodge, Travis Lane	10	Wade, Heather Nicole Watts, Melanie Marie West, Lewis Marcus I Williams, Justin Kan
5	Killips, Kevin Josep Lam, Lisa Ann Lane, Jennifer Racha Leonard, Trent Grego		
6	Malone, Patrick Conn Mann, Laura Katherin Martin, Stephanie An Mell, Kelley Lynn		

Monday – Wednesday – Friday Section

Team #	Case Study – Date *		Role Play Model **
1	4.2 P. 144	9/5	10/29
2	5.3 P. 174	9/7	11/12
3	8.2 P. 274	9/10	11/5
4	9.2 P. 300	9/17	11/9
5	10.1 P. 332	9/21	11/12
6	10.2 P. 332	9/26	11/14
7	11.1 P. 365	9/28	11/19
8	11.2 P. 365	10/1	11/26
9	13.3 P. 439	10/5	11/28
10	14.2 P. 468	10/8	11/30

* Cases are in your Textbook

** Role Play cases will be handed out week of 10/2

CASE PRESENTATIONS

MARK: _____

TEAM #: _____ DATE: _____

DAY: _____

TOPIC NAME: _____

TEAM PRESENTATION

➤ Communication	1	2	3	4	5
Voice:	_____				
Eye Contact	_____				
Positioning	_____				
➤ Issue Analysis	1	2	3	4	5

➤ Organization	1	2	3	4	5
Class Handout	_____				
Sequence	_____				
Time Frame	_____				
Summary	_____				
➤ Team Participation	1	2	3	4	5
Transition	_____				

➤ Power Point	1	2	3	4	5

Total	—	—	—	—	—

Mark: 4210

Role Plays

Team # _____

Name: _____ Score: _____

Communication Skills	1	2	3	4	5
Practice	1	2	3	4	5
Component	6	7	8	9	10
Transition	1	2	3	4	5

Name: _____ Score: _____

Communication Skills	1	2	3	4	5
Practice	1	3	3	4	5
Component	6	7	8	9	10
Transition	1	3	3	4	5

Name: _____ Score: _____

Communication Skills	1	2	3	4	5
Practice	1	2	3	4	5
Component	6	7	8	9	10
Transition	1	2	3	4	5

Name: _____ Score: _____

Communication Skills	1	2	3	4	5
Practice	1	2	3	4	5
Component	6	7	8	9	10
Transition	1	2	3	4	5

FINAL PRESENTATION

MARK# _____
SECTION: _____

TEAM # _____
DATE: _____
DAY: _____
GRADE: _____

NAME: _____

(20) Mechanics Communication _____

Voice _____
Eye Contact _____
Expression _____
Energy _____

(10) Team Participation _____

Introduction _____
Transition _____
Practice _____

(50) Segments – Specifics _____

(10) Visuals: _____

Power Point _____
Spacing _____
Color Mix _____

(10) Input: _____

Two Pages _____
Signed _____
Attached _____

THERE IS NOTHING MORE DIFFICULT
TO TAKE IN HAND, MORE PERILOUS TO
CONDUCT, THAN TO TAKE A LEAD IN
THE INTRODUCTION OF A NEW ORDER
OF THINGS, BECAUSE THE INNOVATION
HAS FOR ENEMIES ALL THOSE WHO
HAVE DONE WELL UNDER THE OLD
CONDITIONS AND LUKEWARM
DEFENDERS IN THOSE WHO MAY
DO WELL UNDER THE NEW.

