

MARK: 4210

**WELCOME
TO
ACCOUNT MANAGEMENT
AND
PROFESSIONAL SELLING
45-030**

SYLLABUS

**Sanford Hall
Room 209**

**Mon-Wed-Fri
11:15 A.M. – 12:05 A.M.**

Fall Semester 2008

MARK: 4210

ACCOUNT MANAGEMENT
AND
PROFESSIONAL SELLING

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- SALES PRESENTATIONS, ROLE PLAYS AND FINAL TEAM PRESENTATION
- THE MARKETING WHEEL (5 P's)

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Fall Semester 2008

Wk	Date	Monday	Date	Wednesday	Date	Friday
1	8/18	Introduction/Team	8/20	Teams/Lecture	8/22	Lecture
2	8/25	Lecture	8/27	Lecture	8/29	Lecture
3	9/1	No Class - Holiday	9/3	Lecture National Collegiate Sales Competition	9/5	Brief I Tm Case Pres
4	9/8	Tm Case Pres Lecture	9/10	Tm Case Pres Lecture	9/12	Tm Case Pres Lecture
5	9/15	Tm Case Pres Lecture	9/17	Tm Case Pres Lecture	9/20	Test One
6	9/22	Tm Case Pres Lecture	9/24	Tm Case Pres Lecture	9/26	Tm Case Pres Lecture
7	9/29	Tm Case Pres Lecture	10/1	Tm Case Pres Lecture	10/3	Brief 2 Team Case Pres Lecture
8	10/6	Lecture	10/8	Lecture	10/10	Lecture
9	10/1 3	Tm Role Play Lecture	10/15	Tm Role Play Lecture	10/17	Tm Role Play Lecture
10	10/2 0	Tm Role Play Lecture	10/22	Tm Role Play Lecture	10/24	Test II
11	10/2 7	Tm Role Play Lecture	10/29	Brief 3 Tm Role Play Lecture	10/31	No Class
12	11/3	Tm Role Play Lecture	11/5	Tm Role Play Lecture	11/7	Tm Role Play Lecture
			11/8	Terry Professional Sales Competition		
13	11/1 0	Tm Role Play Lecture	11/12	Tm Role Play Lecture	11/14	Tm Role Play (make up) Lecture
14	11/1 7	Lecture	11/19	Lecture	11/21	Brief 4 Lecture
15	11/2 4	No Class	11/26	Thanksgiving Holidays	11/28	No Class
16	12/1	Lecture	12/3	Lecture	12/5	Lecture
17	12/8	Team Pres / Tues 12/9 – Team Pres	12/10	Reading Day Team Pres	12/12	Mark 4210 Final 11:15
18	12/1 5		12/17		12/19	Graduation

COURSE SPECIFICS:

MARK: 4210 Account Management & Professional Selling
CREDIT HOURS: 3 Hours
PREREQUISITES (S) Mark 3000 Call Number: 45-030

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: Professional Selling – 4th Edition
A Trust Based Approach
Ingram-LaForge-Avila
Schwepker Jr. - Williams

ISBN-13 978-0-324-53809-0
10: 0-324-53809-X

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

Class Meetings Mon-Wed-Fri
Time 11:15 AM – 12:05 AM
Building Room Sanford 209

About your Instructor

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

Class Hours: Office Hours:
Mon-Wed-Fri - 9:05-9:55am Mon thru Fri 3:00-4:30pm
11:15-12:05pm Tues/Thurs 10:00-3:00pm
2:00-2:50pm

Wednesday (PSE) 6:45-8:30

Sales Comp Training: Tues/Thurs 4:30-6:30pm

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

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Grade Computation

		BUDGET	ACTUAL	VARIANCE
ATTENDANCE & PARTICIPATION	(10 random checks 5 points each)	50	_____	_____
<u>TESTS</u>				
	1	50	_____	_____
	2	50	_____	_____
<u>BRIEFS</u>	1	25	_____	_____
	2	25	_____	_____
	3	25	_____	_____
	4	25	_____	_____
<u>TEAM CASE ANALYSIS PRESENTATION</u>		50	_____	_____
<u>ROLE PLAYS</u>		50	_____	_____
<u>FINAL TEAM PRESENTATION</u>		50	_____	_____
<u>FINAL EXAMINATION</u>		100	_____	_____
	TOTAL	500	_____	_____

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 Credit will be awarded to those who participate in the Terry Professional Sales Competition on Saturday November 8, 2008.

PLEASE NOTE 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 **50** points allotted for attendance which will be taken at random **10** 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.)

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Research Briefs

Brief #	Group	Article
9/5	A-D	Eli Jones, Steven P. Brown Andres A Zoltners and Barton A. Weitz “The Changing Environment of Selling and Sales Management” <u>Journal of Personal Selling and Sales Management</u> 25 (Spring 2005): 105-111.
9/5	E-M	Katherine B. Hartmen “Television and Movie Representations’ of Sales People: Beyond Willie Loman,” <u>Journal of Personal Selling and Sales Management</u> 26 (Summer 2006): 283-292.
9/5	N-Z	Jon M. Hawes, Anne K. Rich, and Scott Widmier, “Assessing the Development of the Sales Profession,” <u>Journal of Personal Selling & Sales Management</u> 24 (Winter 2004): 27-38.
10/3	A-D	Geoffrey James, “Tom Sant Demystifies the Mystery of Effective Proposals”, <u>Selling Power</u> (June, 2004): 27-30
10/3	E-M	J. Conlin, “The Write Stuff,” <u>Sales and Marketing Management</u> (January, 1998): 71-75
10/3	N-Z	Philip Kreindler and Gopal Rajuru, “What B2B Customers Really Expect,” <u>Harvard Business Review</u> 84 (July-August 2006): 22-24.
10/29	A-D	Kevin Dobbs, “Training on the Fly,” <u>Sales and Marketing Management</u> (November 2000): 92-98
10/29	E-M	Elana Harris, “Stars in the Making,” <u>Sales and Marketing Management</u> (March, 2001): 58-61
10/29	N-Z	Andy Cohen, “The Traits of Great Sales Forces,” <u>Sales and Marketing Management</u> (October, 2000): 67-52
11/21	ALL	TEAM SALES INTERVIEW

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.
- Maximum time allowed – 15 minutes
Dress: Business Casual

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 Event
- Dress: Business Casual

MARK: 4210 MWF 11:15 AM– 12:05 PM
Team Structure
Fall 2008
Sales Competition

1	Andrzejewski, Sara M Ashcraft, Thomas Bre Backer, Kathleen Eli Biggers, Lindsey	7	Legates, Lindsay Mar Leonardo, Kristy Ann Lynn, Kathryn Lloyd Morgan, Mindy Nicole
2	Barrs, Lauren Elizab Bentley, Todd Michae Bernstein, Alan Cohe Blackburn, Charles N	8	Moye, Morgan Daniel Neumann, Serena Mari Pierce, Alan Robert
3	Gregory, Chris Bullock, Mary Elizab Campbell, Catherine Daniels, Margaret An	9	Prescott, Mary Ann Ridgewell, Ross Greg Rockett, Mark Alan Chess, Emily
4	Deed, Tanya El-Nockrashy, Gilan Filer, Emily Christi	10	Sharma, Tresa Anar Slagle, Jacklyn Mari Snow, Allison Nicole Twist, Ashley Lynn
5	Ginn, Mary-Frances S Heintschel, Holly An Rogers, Matt Klipp, Andrew Alan	11	Underhill, Channing Washington, Amy Eliz West, Katherine Leig Stone, Robert
6	Lam, Robert Chi-Wei Lange, Whitney Miche Ledford, Melissa Ela Leeyakas, Shea Ticha	12	Wilson, Leah Kristin Wiggins, Griffin Zarzour, James Thomas Jakstack, Laura

Team #	Case Study – Date *		Role Play Model **	
1	2.1 P. 57	9/5	10/13	
2	3.1 P. 101	9/8	10/15	
3	4.1 P. 134	9/10	10/17	
4	5.1 P. 157	9/12	10/20	
5	5.2 P. 157	9/15	10/22	
6	6.1 P. 180	9/17	10/27	
7	7.1 P. 208	9/22	10/29	
8	8.1 P. 231	9/24	11/3	
9	9.1 P. 258	9/26	11/5	
10	9.2 P. 258	9/29	11/7	
11	10.1 P. 293	10/1	11/10	
12	10.2 P. 294	10/3	11/12	

* Cases are in your Textbook

** Role Play cases will be handed out

CASE PRESENTATIONS

MARK: _____

TEAM #: _____ DATE: _____

TOPIC NAME: _____ DAY: _____

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	—	—	—	—	—

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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

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.