

**MARK: 4210**

**WELCOME  
TO  
ACCOUNT MANAGEMENT  
AND  
PROFESSIONAL SELLING  
71-538**

**SYLLABUS**

**Miller Learning Center  
Room 350**

**Mon-Wed-Fri  
1:25 P.M. – 2:15 P.M.**

**Spring Semester 2009**

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)

Spring Semester 2009
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Wk	Date	Monday	Date	Wednesday	Date	Friday
1	1/5	No Class	1/7	No Class	1/9	Introduction
2	1/12	Tm Structure -Lecture	1/14	Lecture	1/16	Lecture
3	1/19	No Class – Holiday MLK	1/21	Lecture	1/23	Lecture
4	1/26	Brief I - Tm Case Pres Lecture	1/28	Tm Case Pres Lecture	1/30	Tm Case Pres Lecture
5	2/2	Tm Case Pres Lecture	2/4	Tm Case Pres Lecture	2/6	Tm Case Pres Lecture
6	2/9	Lecture	2/11	Test I – Wk 1-6	2/13	Lecture
7	2/16	Tm Case Pres Lecture	2/18	Tm Case Pres Lecture	2/20	Team Case Pres Lecture
8	2/23	Brief II - Tm Case Pres Lecture	2/25	Tm Case Pres Lecture	2/27	Tm Case Pres Lecture
9	3/2	Tm Role Plays Lecture – Handout	3/4	Lecture	3/6	Lecture
10	3/9	Spring Break	3/11	Spring Break	3/13	Spring Break
11	3/16	Lecture	3/18	Lecture	3/20	Lecture
12	3/23	Lecture	3/25	Test II – Wk 6-11	3/27	Lecture
13	3/30	Tm Role Play (1) Lecture	4/1	Lecture	4/3	Brief III (2) Tm Role Play Lecture
14	4/6	Tm Role Play (2) Lecture	4/8	Lecture	4/10	Tm Role Play (2) Lecture
15	4/13	Tm Role Play (2) Lecture	4/15	Lecture	4/17	Tm Role Play (2) Lecture
16	4/20	Brief 4 Tm Role Play (1)	4/22	Lecture	4/24	Lecture
17	4/27	Lecture	4/29	Lecture	5/1	Tm Pres
			4/30	MWF Schedule - Tm Pres		
18	5/4	Final	5/6	Exams	5/8	Exams
					5/9	Graduation

### COURSE SPECIFICS:

MARK: 4210 Account Management & Professional Selling  
CREDIT HOURS: 3 Hours  
PREREQUISITES (S) Mark 3000 Call Number: 71-538

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 – 4<sup>th</sup> 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 1:25 PM – 2:15 PM  
Building Room Miller Learning Center - Room 350

## About your Instructor

Name: H. Kevin Ellis  
Office: Brooks Hall/Room 126  
Tel: (706) 542-5582  
e-mail: [kellis@terry.uga.edu](mailto: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  
1:25-2:15pm

Wednesday (PSE) 6:45-8:30

Sales Comp Training: Tues/Thurs 3:00-5:00pm

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.

Understand what will be required to be successful in an uncertain economic environment.

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**Grade Computation**

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

**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
1/26	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.
1/26	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.
1/26	N-Z	Jon M. Hawes, Anne K. Rich, and Scott Widmier, “Assessing the Development of the Sales Profession,” <u>Journal of Personal Selling &amp; Sales Management</u> 24 (Winter 2004): 27-38.
2/23	A-D	Geoffrey James, “Tom Sant Demystifies the Mystery of Effective Proposals”, <u>Selling Power</u> (June, 2004): 27-30
2/23	E-M	J. Conlin, “The Write Stuff,” <u>Sales and Marketing Management</u> (January, 1998): 71-75
2/23	N-Z	Philip Kreindler and Gopal Rajuru, “What B2B Customers Really Expect,” <u>Harvard Business Review</u> 84 (July-August 2006): 22-24.
4/3	A-D	Kevin Dobbs, “Training on the Fly,” <u>Sales and Marketing Management</u> (November 2000): 92-98
4/3	E-M	Elana Harris, “Stars in the Making,” <u>Sales and Marketing Management</u> (March, 2001): 58-61
4/3	N-Z	Andy Cohen, “The Traits of Great Sales Forces,” <u>Sales and Marketing Management</u> (October, 2000): 67-52
4/20	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 1:25 – 2:15 PM**  
**Team Structure**  
**Spring 2009**

1	Arndt, Elizabeth Mar Baly, Samantha Faye Barnett, Shannon Lor Baugh, Tyler O'Neal	7	Marston, Christopher McCormick, Samantha McQueen, Amanda Kris Merritt, Catherine D
2	Bourke, Dana Lee Boyles, William Trav Bucholtz, Mary Kathe Claridge, Lauren Bro	8	Morgan, Tiffany Meli Northington, Tracy A Owens, Bryan Charles Parker, Courtney Ann
3	Cochran, Allyson Pai Currence, Brooke Ann Czarniak, Benjamin J Darity, Jessica Lynn	9	Pollock, Katherine B Quirk, Daniel James Stearns, Laura Steph Stephens, Tyler Aubr
4	Dobbs, Virginia Whit Dohoney, Allison Pai Franklin, Linsey Sco Furman, Bradley Davi	10	Stines, Tanner Charl Stratton, Brennan ri Suenaga, Leigh Anne Sullivan, Elaina Suz
5	Hancock, Brian Rolli Harrison, Andrew Fra Hodgson, Kiley Eliza Jacobus, Jacquelyn S	11	Tanner, Kendra Leigh Torbert, Benjamin Bo Treadway, Larissa Br
6	Kicker, Ashley Lynn Kulavis, Karrie Lynn Leonard, McKenzie Ja Logan, Lance Anthony	12	Upton, Carolyn Eliza Williams, Katherine Woolley, Kyle Gregor

Team #	Case Study – Date *		Role Play Model **	
1	2.1 P. 57	1/26		3/30
2	3.1 P. 101	1/28		4/3
3	4.1 P. 134	1/30		4/3
4	5.1 P. 157	2/2		4/6
5	5.2 P. 157	2/4		4/6
6	6.1 P. 180	2/6		4/10
7	7.1 P. 208	2/16		4/10
8	8.1 P. 231	2/18		4/13
9	9.1 P. 258	2/20		4/13
10	9.2 P. 258	2/23		4/17
11	10.1 P. 293	2/25		4/17
12	10.2 P. 294	2/27		4/20

\* Cases are in your Textbook

\*\* Role Play cases will be handed out

**CASE PRESENTATIONS**

**MARK:** \_\_\_\_\_

TEAM #: \_\_\_\_\_ DATE: \_\_\_\_\_

TOPIC NAME: \_\_\_\_\_ DAY: \_\_\_\_\_

**TEAM PRESENTATION**

	1	2	3	4	5
➤ Communication					
Voice:	_____				
Eye Contact	_____				
Positioning	_____				
➤ Issue Analysis					
	_____				
	_____				
➤ Organization					
Class Handout	_____				
Sequence	_____				
Time Frame	_____				
Summary	_____				
➤ Team Participation					
Transition	_____				
	_____				
➤ Power Point					
	_____				
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

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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

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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

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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

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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.

Four Cs  
 Customer solution  
 Customer cost  
 Convenience  
 Communication

