

MARK: 4210

**WELCOME
TO
ACCOUNT MANAGEMENT
AND
PROFESSIONAL SELLING
03-390**

SYLLABUS

**Miller Learning Center
Room 213**

**Mon-Wed-Fri
9:05 A.M. – 9:55 A.M.**

Fall Semester 2009

MARK: 4210

ACCOUNT MANAGEMENT
AND
PROFESSIONAL SELLING

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

Wk	Date	Monday	Date	Wednesday	Date	Friday
1	8/17	Introduction	8/19	Lecture	8/21	Lecture Team Structure
2	8/24	Lecture	8/26	Lecture	8/28	Lecture
3	8/31	Lecture – Brief 1	9/2	Lecture Team Case Presentation 1	9/4	Lecture Team Case Presentation 2
4	9/7	Holiday - MLK	9/9	Lecture Team Case Presentation 3	9/11	Lecture Team Case Presentation 4
5	9/14	Lecture Team Case Presentation 5	9/16	Lecture	9/18	Lecture Team Case Presentation 6
6	9/21	Lecture Team Case Presentation 7	9/23	Lecture Team Case Presentation 8	9/25	Test I
7	9/28	Lecture Team Case Presentation 9	9/30	Altria Presentation	10/2	Lecture Team Case Presentation 10
8	10/5	Lecture Team Case Presentation 11	10/7	Lecture Team Case Presentation 12	10/9	Lecture Team Case Presentation 13
9	10/12	Lecture – Brief 2	10/14	Lecture	10/16	Lecture
10	10/19	Lecture Role Playing Team 1	10/21	Lecture Role Playing Team 2	10/23	Lecture Role Playing Team 3
		Saturday	10/24	Terry Fall Sales Competition		
11	10/26	Lecture Role Playing Team 4	10/28	Lecture Role Playing Team 5	10/30	No Class – Fall Break
12	11/2	Lecture	11/4	Test II	11/6	Lecture
13	11/9	Lecture Role Playing Team 6	11/11	Lecture Role Playing Team 7	11/13	Lecture Role Playing Team 8
14	11/16	Lecture Role Playing Team 9	11/18	Lecture	11/20	Lecture Role Playing Team 10
	11/23	Thanksgiving Break	11/25	Thanksgiving Break	11/27	Thanksgiving Break
15	11/30	Lecture Role Playing Team 11	12/2	Lecture	12/4	Lecture Role Playing Team 12
16	12/7	Lecture Role Playing Team 13	12/9	Reading Day	12/11	Finals
	12/8	MWF Schedule				
17	12/14	Finals	12/16	Finals	12/18	Graduation

COURSE SPECIFICS:

MARK: 4210
CREDIT HOURS:
PREREQUISITES (S)

Account Management & Professional Selling
3 Hours
Mark 3000
Call Number: 03-390

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: Selling Today – 11th Edition
Creating Customer Value
Manning
Reece
Ahearne

ISBN-13 978-0-13-207995 2
10 0-13-207995 X

REFERENCE: Sales and Marketing Management Magazine

Class Meetings	Mon-Wed-Fri
Time	11:15 A.M. – 12:05 P.M.
Building Room	Sanford Room 112

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/ Wed2:30-5:00 pm
11:15-12:05pm	Tues/Thurs 10:00-3:00pm
1:25-2:15pm	Friday 2:30-4:30 pm

Wednesday (PSE) 7:00-8:30 pm

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

Director: Terry Sales
Competition

Coach/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.

Grade Computation

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

There will be a 20 point bonus for participating in the Terry Fall Sales Competition

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; however, does apply.)

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
Fall 2009

1	Akbari, Alina Elisabeth Andrews, Nathan Mich Bassett, Jessica Dia Bergman, Maura Renee	8	Kilgore, Clayton McC Kraft, Meghan Lawrence, Garret Eva Machey, Mary Catherine
2	Brooks, Courtney Nic Brown, Michelle Clai Burke, Kathryn Eliza Byrne, Britta Ann	9	Marshall, Lauren Ans McClendon, Daniel Ma McDaniel, Kristen Ka Morris, Megan Elizab
3	Callen, Jonathan Sco Childs, Elizabeth Le Coggin, Linsey Erin Cone, Lindsay Elizab	10	Nowell, Evan Gaillar Prevost, Stephen C. Rachadi, Ashley Nico Savino, Debra Jean
4	Cummings, Jennifer C Curry, James Cameron Dennis, Elizabeth Je Doubilet, Valerie Re	11	Schwartz, Kristina M Smith, Chelsea Marie Smith, Joy Murray Solomon, Alexandra T
5	Edenfield, Bobby Way Ehlers, Brian Michae Erwin, Erin Courtney Gabelman, Michael Br	12	Thiel, Jonathan B. Ugarkovic, Damjana Weaver, Ashley Miche Welch, Bailey Kristi
6	Garcia, Yentl Gernatt, James Andre Goss, Addison Goetti Gurley, Jushua Wende	13	Wester, Nathan Richa Westerman, Jessica S Wood, Krista Leigh
7	Hancock, Brian Rolli Johnson, Monica Ann Kadis, Promboin Rene Kemp, Nicholas Tyler		

Team #	Case Study – Date *		Role Play Model **	
1	R. McMains: 47-48	9/2		10/19
2	CBRE : 71-72	9/4		10/21
3	R. Perkins: 94-95	9/9		10/23
4	D. Davis: 113-114	9/11		10/26
5	Texas Monthly: 136-137	9/14		10/28
6	Steel Case: 155-156	9/18		11/9
7	J. Bremer: 179	9/21		11/11
8	SalesForce.com: 203	9/23		11/13
9	CRM Case Study: 204	9/28		11/16
10	Hilti Corporation: 231	10/2		11/20
11	D. Karish: 256-257	10/5		11/30
12	Simgraphics: 278-279	10/7		12/4
13	Marriott: 300-301	10/9		12/7

* 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	—	—	—	—	—

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

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

