



MKT 4305- 11606 Fall, 2018
Selling and Sales Management

Instructor: Dr. Fernando R. Jiménez
Time: TR 9:00 AM – 10:20 AM
Class meetings: COBA 332
Office: COBA 212
Office Hours: TR 10:30 AM to 12.00 PM
Phone: 915-747-7724
Email: frjimenezarevalo@utep.edu

Required Texts:

1. **SELLING: BUILDING PARTNERSHIPS. 9th edition. By: Castleberry, Stephen and Tanner, John F. McGraw Hill**

Course Description:

This course presents the techniques of effective personal selling, the function and duties of the sales representative, and the task of sales management in staffing, training, and motivating a sales force.

Course Objectives:

This course will introduce the student to professional sales and sales management. It will focus on the fundamentals of building and maintaining mutually beneficial business relationships. Emphasis will be placed on sales skills, such as prospecting, making the sales call, developing compelling presentations, responding to objections, and closing the deal. Additionally, the course will provide insight into how to develop and motivate an effective sales team.

Course Prerequisites: MKT 3300 or Graduate Standing

Course Grading

| | | |
|----------------------|-----------------|---------------------------|
| Exams: | 400 pts. | A = 450 – 500 pts. |
| Assignments: | 100 pts. | B = 400 – 449 pts. |
| Total Points: | 500 pts. | C = 350 – 399 pts. |
| | | D = 300 – 349 pts. |

Assignments:

Assignments include in-class activities and homework. Late and make-up assignments will not be graded. Some assignments will involve a team effort.

Attendance:

Class attendance is required. If you miss a class, for any reason, you cannot make-up in-class assignments. If you miss an exam for a valid reason (e.g., serious illness), you will need to provide proper documentation. A penalty may apply.





Rules for student conduct

- Be punctual. That means arrive before our meeting starts. Arriving early shows professionalism, time management skills, and respect for your boss, colleagues, clients, and/or customers.
- Come prepared. If it was requested for you to read documents, you are expected to be fully prepared to discuss the material. Your boss, your colleagues, and your clients will not tolerate you not doing your homework. Do the readings and the homework before coming to class.
- Bring paper and pencil. Taking notes is a must during meetings. Taking notes allows you to remember what was said in the meeting and helps you remember assignments, deadlines, etc. Also, taking notes shows interest to what the speakers (boss, clients) are saying.
- Don't interrupt a speaker unless he/she has encouraged open discussion.
- Don't talk with your colleagues. Talking is disruptive to other attendees and inconsiderate to the speaker.
- Silent your cell phone. Don't take calls during the meeting. Don't read or reply text messages either. Most devices now record messages. Activate the answering machine and you can check messages after the meeting.
- When you want to ask a question, raise your hand and wait for your turn. If you are confused about a topic that was already explained more than once, hold your question until the end of the meeting.
- Stay calm. Don't do any distracting behaviors (tap your feet, etc.).
- Stay until the completion of the meeting. Unless it is absolutely necessary or you have prior permission, you can leave earlier. Leaving earlier is disruptive to others, rude for the speaker, and you may miss important information. In addition, not staying, when it was your job to stay, signals your responsibility, priorities, and commitment to your job.
- Don't go out of the meeting for the restroom. Use the restroom before or after the meeting. If you are sick (e.g., diarrhea), inform the speaker about your problem before the meeting and sit close to the door.
- Be polite and polished. Don't curse and don't use slang.
- Participate. Be active and show interest. People in the room will get to know you, and most importantly, remember you. Your image and reputation are at stake. You will need recommendation letters at some point!
- Don't pack your things until it has been indicated that the meeting is over. It is rude to start packing up, especially if there was a time set for the meeting and the time has not expired.

Students not following these rules may be asked to leave the class or drop it.



Academic Dishonesty:

“Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part in another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts. Proven violations of the detailed regulations, as printed in the Handbook of Operating Procedures (HOP) and available in the Office of the Dean of Students, may result in sanctions ranging from disciplinary probation, to failing grades on the work in question, to failing grades in the course, to suspension or dismissal, among others.”

“It is a violation of copyright laws to copy any portion of the textbook.”

Statement on Disability:

If you have a disability and need classroom accommodations, please contact The Center for Accommodations and Support Services (CASS) at 747-5148, or by email to cass@utep.edu, or visit their office located in UTEP Union East, Room 106. For additional information, please visit the CASS website at www.sa.utep.edu/cass.

PLEASE TURN OFF OR PLACE ON SILENT MODE ANY CELL PHONES, PAGING DEVICES, PDA'S, ETC., DURING CLASS AS A COURTESY TO YOUR INSTRUCTOR, GUEST SPEAKERS AND CLASSMATES.

The Faculty Senate, recommended the following list of student services:

- Student Counseling Center: <http://sa.utep.edu/counsel/>; (915) 747-5302
202 Union West; walk-ins encouraged
- Student Health Center: <http://chs.utep.edu/health/>; (915) 747-5624
Many services free to students paid for through student health fee
- Student Engagement and Leadership Center: <http://sa.utep.edu/selc>
106 Union West; (915) 747-5670 Includes study space with workstations; family friendly room with lactation space
- Career Center: <http://sa.utep.edu/careers/>; 103 Union West; (915) 747-5640
- Minetracker: <https://minetracker.utep.edu/> Events, news and organizations

Campus Carry:

Persons who hold a Concealed Handgun License can lawfully carry their gun into a UTEP classroom as long as it remains concealed. Open carry remains prohibited on campus. Should you feel someone is intentionally displaying a gun (or any other weapon for that matter), do not hesitate to call Campus Police (X 5611) or 9-1-1. For more information on campus carry, see <http://sa.utep.edu/campuscarry/>; for more information on overall campus safety, see <http://admin.utep.edu/emergency>.



Tentative Schedule

| Week | Date | Subject | Readings |
|------|---------------|--|---|
| 1 | 28-Aug | Introduction | Syllabus |
| | 30-Aug | Selling and Sales People | Chapter 1 |
| 2 | 4-Sep | Ethical and Legal Issues in Selling | Chapter 2 |
| | 6-Sep | The buying process | Chapter 3 |
| 3 | 11-Sep | Managing your Career | Chapter 17 |
| | 13-Sep | Using communication to build relationships | Chapter 4 |
| 4 | 18-Sep | Career Expo | Don Haskins Center |
| | 20-Sep | Using communication to build relationships | Chapter 4 |
| 5 | 25-Sep | Exam 1 | Chapters 1,2,3, 4, 17 and class notes |
| | 27-Sep | Adaptive Selling | Chapter 5 |
| 6 | 2-Oct | Adaptive Selling | Chapter 5 |
| | 4-Oct | Prospecting | Chapter 6 |
| 7 | 9-Oct | Prospecting | Chapter 6 |
| | 11-Oct | Planning the Sales Call | Chapter 7 |
| 8 | 16-Oct | Planning the Sales Call | Chapter 7 |
| | 18-Oct | Guest Speaker - Matt Hernandez Five Stars | Research Five Stars |
| 9 | 23-Oct | Making the Sales Call | Chapter 8 |
| | 25-Oct | Making the Sales Call | Chapter 8 |
| 10 | 30-Oct | Exam 2 | Chapters 5,6, 7, 8, and class notes |
| | 1-Nov | Strengthening the Sales Presentation | Chapter 9 |
| 11 | 6-Nov | Strengthening the Sales Presentation | Chapter 9 |
| | 8-Nov | Responding to Objections | Chapter 10 |
| 12 | 13-Nov | Obtaining Commitment | Chapter 11 |
| | 15-Nov | Formal Negotiating | Chapter 12 |
| 13 | 20-Nov | Exam 3 | Chapters 9,10,11, 12 and class notes |
| | 22-Nov | Thanksgiving - No Class | No class |
| 14 | 25-Nov | Building Partnering Relationships | Chapter 13 |
| | 29-Nov | Building Long-Term Relationships | Chapter 14 |
| 15 | 4-Dec | Managing your Territory | Chapter 15 |
| | 6-Dec | Managing your company | Chapter 16 |
| 16 | 11-Dec | Final Exam | Chapters 12,13,14, 15, 16, and class notes |