



MKT 4305-001 – 23053
Selling and Sales Management
Spring, 2018

Instructor: Dr. Fernando R. Jiménez
Time: MW – 1:30 PM – 2:50 PM
Class meetings: COBA 312
Office: COBA 212
Office Hours: MW 11:00 PM to 12.00 PM
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Required Texts:

1. **SELLING: BUILDING PARTNERSHIPS. 9th edition.** By: Castleberry, Stephen and Tanner, John F. McGraw Hill
2. **Influence, Robert B. Cialdini. 4th edition.**

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

Requirements:

1. Read the text and additional assignments before class.
2. Complete field assignments
3. Participate in class activities
4. Write a book report

Course Grading:

Students' understanding of the course material will be assessed with four (4) exams, assignments, and a book report.



The final grade will be determined as follows:

Exams:	400 pts.	A = 630 pts. – 700 pts.
Assignments:	100 pts.	B = 560 pts. – 629 pts.
Chapter reports:	100 pts.	C = 490 pts. – 559 pts.
Book Report:	100 pts.	D = 420 pts. – 489 pts.
Total Points:	700 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.

Chapter reports: A one-page printed report on the assigned chapter should be turned-in at the beginning of the session. The report should describe in your own words what you learned from the chapter and how you plan to use this knowledge in a sales situation. Original examples should be included. Copy-paste from the book will be reported as academic misconduct. See schedule on BB for chapter due dates. Electronic submissions are not accepted.

Book report: A report on Cialdini's book is due **on April 9**. The report should describe in your own words what you learned from each chapter. Provide examples. The report should be submitted in-print, typed, 12-point font, single-spaced and 1 inch margins. Cover page. A maximum of 5 pages, excluding cover page and references, are allowed.

Laptop usage: Laptop usage is permitted **for note taking** only. You can lose this privilege if you misuse it. Be professional.

Attendance:

Class attendance is required. Exam material will be partially based on lectures and guest presentations; therefore, you are responsible for any material covered in class. Also, we will have several unannounced in-class exercises that will allow me to gauge your selling skills. If you are not in class, you will not become a better sales person.

Expectations of Student Behavior

You are enrolled in a university. You are becoming a highly-educated business professional. Thus, I expect you to follow "business etiquette," a collection of unwritten rules, customs and traditions regarding professional behavior. Employers, co-workers, and customers will expect you to know and follow these rules. Therefore, business etiquette will be adopted and strictly enforced during class meetings.

Business Etiquette at Meetings

- 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.



- If you arrive late, you will not be allowed into the classroom. This rule applies for regular class sessions, guest presentations, and exams.
- 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.





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	Speaker	Organization
1	17-Jan	Introduction	Syllabus		
2	22-Jan	Selling and Sales People	Syllabus		
	24-Jan	Selling and Sales People	Chapter 1		
3	29-Jan	Ethical and Legal Issues in Selling	Chapter 2	Marybeth Stevens	BBB El Paso
	31-Jan	Managing your Career	Chapter 17	Pamela Prieto	Career Center
4	5-Feb	The buying process	Chapter 3		
	7-Feb	Using communication to build relationships	Chapter 4		
5	12-Feb	Using communication to build relationships			
	14-Feb	Exam 1	Chapters 1,2,3, 4, 17 and class notes		
6	19-Feb	Building Partnerships	Speaker	Lucy Galnares	Entravision
	21-Feb	Adaptive Selling	Chapter 5		
7	26-Feb	Prospecting	Chapter 6		
	28-Feb	International Sales	Speaker	Guillaume Bouvier	Midwest Textile
8	5-Mar	B2B Relationships	Speaker	Roger de Moor	Phillips
	7-Mar	Planning the Sales Call	Chapter 7		
9	12-Mar	Spring Break			
	14-Mar	Spring Break			
10	19-Mar	Making the Sales Call	Chapter 8		
	21-Mar	Exam 2	Chapters 5,6, 7, 8, and class notes		
11	26-Mar	Selling Raw Materials	Speaker	Angel Sandoval	PolyOne
	28-Mar	Strengthening the Sales Presentation	Chapter 9		
12	2-Apr	Selling to Retailers	Speaker	Diego Guerra	Isabella Foods
	4-Apr	Objections and Obtaining Commitment	Chapters 10 and 11		
13	9-Apr	Persuasion	Cialdini - Book Report Due		
	11-Apr	Exam 3	Chapters 9,10,11 and Cialdini		
14	16-Apr	Formal Negotiating	Chapter 12		
	18-Apr	Formal Negotiating	Speaker	Laura Salome	Sperry Van Ness
15	23-Apr	Building Partners	Speaker	Jorge Reldon	ADP
	25-Apr	Building Partners	Chapters 13 and 14		
16	30-Apr	Managing your Territory	Chapter 15		
	2-May	Managing Your Company	Chapter 16		
17	7-May	No class, Finals Week			
	9-May	Wednesday May 9, 4pm-6.30pm, Rm 312 (same)	Chapters 12,13,14, 15, 16		

