

Spring 2002

Course: Mark 496 Professional Selling in Business Markets
Classroom: Fitzpatrick 356
Class hours: Monday, Wednesday, Friday 9:30 to 10:45
Instructor: Dr. Kevin Bradford
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Office hours: Monday and Wednesday: 1:00 to 3:00pm

Course Description

This course is a marketing elective designed for undergraduate business students interested in learning more about professional sales force management and personal selling by firms engaged in business-to-business and consumer goods/services marketing. The objectives of the course are to:

1. Increase students' understanding of the role, importance and process of personal selling in different marketing situations;
2. Enhance students' ability to diagnose and address diverse problems and decisions that arise in developing and implementing a firm's selling strategy;
3. Increase students' knowledge and application of economic and behavioral theories, models, and methods useful for raising sales force productivity.
4. To increase student's understanding of the sales management function and to increase student's ability to develop a sales management strategy.
5. To prepare students for their first job in the selling function (be it selling or sales management).

Course Materials

1. Textbook: Sales Force Management, by Churchill, Ford, Walker, Johnston, and Tanner, 2000 (Sixth Edition)

Course Format/Class Conduct

The instruction will be provided through a mix of business case analyses and discussions, lectures and salesperson and sales manager presentations. Students must actively participate in class proceedings and case discussions, whether as individuals or by designated speakers of members of project teams. Thus, daily preparation and completion of class and/or homework assignments is required. Students will be expected to understand behavioral, qualitative, and quantitative aspects of the sales force management. Although the class will engage in somewhat challenging quantitative analyses periodically, no more than arithmetic and minimal algebra is required.

Four Sections to the course

1. Personal Selling and trends in the selling function.
2. Formulation of a strategic sales program.
3. Implementation of a sales program.
4. Evaluation and control of the sales program.

Student Evaluation

Exams	<ul style="list-style-type: none">• Will account for 50% of grade in course.• Exams will cover anything covered in class.• Exam breakdown<ol style="list-style-type: none">1. Exam #1 worth 10% of grade2. Exam #2 worth 15% of grade3. Exam #3 worth 15% of grade4. Final exam worth 10% of grade
Cases	<ul style="list-style-type: none">• Cases are worth 20% of your grade.• Four will be assigned.
S-Cubed Presentations	<ul style="list-style-type: none">• Two presentations• Worth 20% each or 10% each
Class participation	<ul style="list-style-type: none">• Worth 10% of class grade.• Students are urged to participate and all students will be called on to participate. Initiative is rewarded.• Participation includes insightful questions, comments, <u>ATTENDANCE</u> and answers to questions that contribute to the class learning process.

Absences and tardiness:

The class is designed to reward the person who comes to class. Tardiness will not be tolerated. If late for a class, it is preferred that you do not come to class.

Absences will be noted and will affect your grade in accordance with the grading policies of the University of Notre Dame.

Application assignments

Assignments must be handed in hard copy form and on time. If handed in later than at the end of class the day it is due then the maximum credit for the assignment is half or 1.25points.

Exam makeup

There are no make-up exams. Another exercise (other than an exam) that assesses the mastery of the material will be given to the student who misses the exam.

Grade Distribution

A	93-100
A-	90-92
B+	88-89
B	83-87
B-	80-82
C+	78-79
C	73-77
C-	70-72
D	60-69

Class Schedule

Date	Topics
W, 1/15	<ul style="list-style-type: none"> • Syllabus • Class overview and what is expected in the class • Administration • What is personal selling • Introduction to the field of selling • Evolution of the sales force
F, 1/17	<ul style="list-style-type: none"> • Chapter 2: The process of buying and selling • Value of the sales function and personal selling • Pros and cons of the selling career and the value of developing relationships • Relationship development process • Measurement of relationships • Buying Center
M, 1/20	<ul style="list-style-type: none"> • Mediquip case due (page 189) • Adding value versus selling
W, 1/22	<ul style="list-style-type: none"> • Steps or stages in the sales call.
F, 1/24	<ul style="list-style-type: none"> • Steps or stages in the sales call
M, 1/27	<ul style="list-style-type: none"> • Chapter 1 - Overview of sales management and selling • Environmental influences on sales programs and performances
W, 1/29	<ul style="list-style-type: none"> • Personal selling, sales management, legal issues and ethical behavior • Conflict and conflict management
F., 1/31	<ul style="list-style-type: none"> ▪ Exam #1
M, 2/3	<ul style="list-style-type: none"> ▪ Chapter 4: Organizing the sales effort <ul style="list-style-type: none"> ▪ Purposes of the sales organization ▪ Horizontal structure of the sales organization
W, 2/5	<ul style="list-style-type: none"> ▪ Chapter 4 Organizing the sales effort <ul style="list-style-type: none"> ▪ Organizing to service national and Key Accounts ▪ Chapter 5: The strategic role of information in sales management <ul style="list-style-type: none"> ▪ Sales forecasting ▪ Quotas
F, 2/7	<ul style="list-style-type: none"> ▪ S-cubed: Sharing Sales Scholarship
M, 2/10	<ul style="list-style-type: none"> ▪ Chapter 5: The strategic role of information in sales management <ul style="list-style-type: none"> ▪ Quotas ▪ Designing territories
W, 2/12	<ul style="list-style-type: none"> ▪ Case due: Wilkinson Sword (page 203)
	<ul style="list-style-type: none"> • Chapter 6: Salesperson Performance <ul style="list-style-type: none"> • Behavior, Role Perceptions, and Satisfaction
F, 2/14	<ul style="list-style-type: none"> ▪ S-cubed: Sharing Sales Scholarship
M, 2/17	<ul style="list-style-type: none"> • Chapter 6: Salesperson Performance; Role Perceptions an satisfaction
W, 2/19	<ul style="list-style-type: none"> ▪ Industry lecturer: Whirlpool; or GE
F, 2/21	<ul style="list-style-type: none"> • Exam #2

M, 2/24	<ul style="list-style-type: none"> Chapter 7: Salesperson performance: Motivation Psychological process of motivation
W, 2/26	<ul style="list-style-type: none"> Chapter 7: Salesperson performance: Motivation Career Stages and Motivation
F, 2/28	<ul style="list-style-type: none"> S-cubed: Sharing Sales Scholarship
M, 3/3	<ul style="list-style-type: none"> Distribution Channels
W, 3/5	<ul style="list-style-type: none"> Industry lecturer: Ann Golanis from Ortho McNeil
F, 3/7	<ul style="list-style-type: none"> Special Topics and study hall
M, 3/17	<ul style="list-style-type: none"> Distribution channels Chapter 8: Criteria for selection
W, 3/19	<ul style="list-style-type: none"> Case Due: Rick Fire; page 440
F, 3/21	<ul style="list-style-type: none"> S-cubed: Sharing Sales Scholarship
M, 3/24	<ul style="list-style-type: none"> Chapter 8: Criteria for selection Chapter 9: Sales force recruitment and selection
W, 3/26	<ul style="list-style-type: none"> Hershey: Ole Juve
F, 3/28	<ul style="list-style-type: none"> S-cubed: Sharing Sales Scholarship
M, 3/31	<ul style="list-style-type: none"> Chapter 9: Sales force recruitment and selection
W, 4/2	<ul style="list-style-type: none"> Chapter 10: Sales training
F, 4/4	<ul style="list-style-type: none"> Exam #3 over chapters 7-10
M, 4/7	<ul style="list-style-type: none"> Chapter 11: Compensation
W, 4/9	<ul style="list-style-type: none"> Industry Lecturer: Michael Dutter
F, 4/11	<ul style="list-style-type: none"> S-cubed: Sharing Sales Scholarship
M, 4/14	<ul style="list-style-type: none"> Chapter 11: Compensation
W, 4/16	<ul style="list-style-type: none"> Chapter 12: Cost analysis <u>Ann Galanis</u>
F, 4/18	<ul style="list-style-type: none"> S-cubed: Sharing Sales Scholarship
M, 4/21	<ul style="list-style-type: none"> Chapter 13: Behavior and Other Performance Analyses
W, 4/23	<ul style="list-style-type: none"> Case due: California Credit Life Insurance Company
F, 4/25	<ul style="list-style-type: none"> S-cubed: Sharing Sales Scholarship
M, 4/28	<ul style="list-style-type: none"> S-cubed: Sharing Sales Scholarship
W, 4/30	<ul style="list-style-type: none"> S-cubed: Sharing Sales Scholarship