

ADVANCED PROFESSIONAL SELLING
Professional Selling
Florida Gulf Coast University
Lutgers College of Business – Department of Marketing
MAR 4415-13395
Spring - 2020

Instructor: Dr. Brent L. Baker

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Class Times: 1:30 – 2:45 pm Tuesday & Thursday

Class Room: Lutgers 2208

Office Hours: Monday: 1:30-4:30 pm

Tuesdays & Thursdays: 12:30 – 1:30 pm

COURSE PREREQUISITES

[MKTG 345](#) and [MKTG 357](#) with a minimum grade of “C”.

REQUIRED TEXTBOOK

No Required Text

SUPPLEMENTAL MATERIALS

Additional course materials available through FGCU Canvas

COURSE DESCRIPTION

This course will build upon Professional Selling (MKTG 3400) material and will seek to better prepare students for excellence in an entry-level professional selling position. Specifically, students will gain insight into contemporary sales issues and selling techniques focused on Businesses-to-Business (B2B) selling. The course will also focus on *advanced* instruction and skill development in interpersonal communication, personal productivity and sales negotiation.

COURSE OBJECTIVES

- Articulate and demonstrate selling principles and concepts.
- Articulate the importance of long-term buyer-seller relationships and the methods of selling that foster their development and maintenance.
- Articulate and demonstrate SPIN Selling and other consultative sales methods.
- Avoid and successfully resolve customer objections and gain customer commitment.
- Articulate and demonstrate effective principles of negotiation.
- Understand students own strengths and weaknesses in their personal skills and have begun the life-long process of developing their areas of strengths and improving upon their areas of weakness.

COURSE FORMAT

Classes will utilize a variety of pedagogical techniques to foster a useful learning environment. Class time will be dedicated to lecture and discussion with a heavy emphasis on discussion.

Other pedagogical techniques which may be used during class include videos, group activities, in class assignments and any other method of instruction deemed appropriate for the facilitation of learning. *Professional and active class participation is expected.*

COURSE EVALUATION

Your grade is determined objectively and subjectively from the accumulation of points acquired from the evaluative criteria discussed below. There will **NOT BE ANY MAKEUP** on missed assignments, or submissions.

Role Plays 5 @ 10 pts each	50
Challenger Assignment	25
Final Role Play	50
Negotiations Exercises 5 @ 10 pts each	50
Total	175

Each of these elements is explained in detail in this syllabus as well in provided supplemental material. **If you do not understand what is required, it is your responsibility to remedy the situation through an appointment with the instructor.** Class time will be devoted to discussions of the critical topics. If there is a particular grade you are expecting, from this course, you will need to track your results and adjust your efforts accordingly.

Total Points	Grade
157-175	A
140-156	B
122-139	C
105-121	D
Less than 105	F

COURSE COMPONENTS

Sales Role Play Exercises (5 @ 10 points each; 50 points total)

There will be five graded sales role-play exercises throughout the course of the semester. The purpose of these exercises is to provide deeper insight into what sales people do when confronted with the complexities of a sales encounter. Students will be asked to assume the role of a salesperson within a specific context and then will be asked to manage an aspect of the sales encounter during each role-play. Specific instructions for each role-play will be distributed through Moodle and or during class. *This is both a quality and quantity based assignment. Your role-play grade will be based on how many role-plays you complete out of the five possible. In order for a role-play to be considered complete you will have to pass at the 85% level. You will be given three opportunities.*

If you do not pass your 'test' role play you will be required to role play that portion of the scenario two additional times (though the student is welcome to practice as often as they'd like) before 'testing' the role play again.

Challenger Book Report (25)

As I continue to engage in the sales community, I'm realizing that the traditional method of SPIN selling is slowly being replaced by a Challenger mindset. I feel it would be irresponsible of me to expose you to this newer method of selling. This will be a group project consisting of a paper and presentation from each group. Specific directions will be posted on Canvas.

Final Role Play (50 Points)

The final role-play is essentially a behavioral test of your ability to conduct a complete sales presentation from the beginning of the sales call all the way to closing. This exercise is designed as the behavioral culmination of everything you have learned this semester as it pertains to the salesperson's role during a sales presentation. More detailed instructions for the final role-play will be provided during class and through Canvas.

Sales Related Negotiation Role Plays (50)

These exercises are very similar to the sales role-plays with the key exception being that the deal or result of the negotiation is what will be graded and not the process of the negotiation itself.

More specific directions to follow

Written/Late Work

Written work is due at the beginning of class the day the assignment is due. Late work will be accepted on a declining schedule of value. Specifically, anything submitted within the first 24 hours after the due date will be eligible for no more than 75% of the paper's full value. Anything submitted between 24 and 48 hours will be eligible for no more than 50% of the paper's full value. Anything submitted between 48 and 72 hours of the due date will be eligible for no more than 25% of paper's full value. Anything submitted after 72 hours of the paper's due date will not be eligible for credit.

Only in extreme circumstance, to be determined by the instructor, will this declining schedule of value not apply to written work.

Behavior

Much of this course will feel very much like a self-paced class. This makes for a much more dynamic, fast-paced though relaxed and informal environment. This is okay provided this one rule is observed. Class time is to be dedicated to sales training. Whether it be reading your book for your book report. Role-playing, working on sales aides etc. The classroom will not be a study hall for your other classes. During class on Tuesdays and Thursdays you will be working toward your goals for the course and nothing else. Since attendance is much more relaxed in this course, you have the freedom to not come to class if you have something else you need to do.

If you are seen working on something not related to class I will ask you to leave. If this happens during a day when attendance is required (e.g. a guest speaker is visiting) you will receive a 10 point deduction on your final grade.

Attendance Policy – There will be no formal attendance grade for most of this course. However, attendance will be taken and might influence professor decisions on such things as borderline grades and leniency toward other course discrepancies. Having said that, there will be times when guest speakers are expected to be present and there may be other workshops and class activities that will require your attendance. Absences during these days may hurt your final grade. Days when attendance is mandatory will be told to the students in advance.

Note: Many of the graded evaluations in this class take place during class. If you are absent on a day that you are scheduled to engage in a graded in class activity you will receive a zero for that assignment. Exceptions will be handled on a case by case basis, but the minimum criteria needed to be met in order for the instructor to consider the opportunity for a make-up is that the student informed the instructor prior to missing class the day of the absence.

Academic Behavior Standards and Academic Dishonesty

All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under **the Student Code of Conduct and Policies and Procedures** sections. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at <http://studentservices.fgcu.edu/judicialaffairs/new.html>

University Nondiscrimination Statement

Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of **Title IX** of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC's phone number is (239)745-4366; the OIEC email address is OIEC@fgcu.edu.

Disability Accommodations Services

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university's guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please see me or contact the Office of Adaptive Services. The Office of Adaptive Services is located in the Wellness Building. The phone number is 239-590-7956 or Video Phone (VP) 239-243-9453. In addition to classroom and campus accommodations, individuals with disabilities are encouraged to create their personal emergency evacuation plan and FGCU is committed to providing information on emergency notification procedures. You can find information on the emergency exits and Areas of Rescue Assistance for each building, as well as other emergency preparedness materials on the Environmental Health and Safety and University Police Department websites. If you will need assistance in the event of an emergency due to a disability, please contact Adaptive Services for available services and information.

Student Observance of Religious Holidays

All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

Resources for Faculty General Education

Information on General Education program requirements is available online at http://www.fgcu.edu/General_Education/index.html

Service-Learning

Information on integrating service-learning into the course and course syllabus is available online at <http://www.fgcu.edu/Connect/>

Distance-Learning

Information on distance learning courses is available online at <http://itech.fgcu.edu/distance/>

Online Tutorials

Information on online tutorials to assist students is available online at <http://www.fgcu.edu/support/Approved>

Canvas Learning Management System and Demonstration Site Information on Canvas is available online at <http://canvas.fgcu.edu/> and <https://fgcu.instructure.com/courses/7692>

Library Resources

Main page: <http://library.fgcu.edu/>

Tutorials & Handouts:

<http://library.fgcu.edu/RSD/Instruction/tutorials.htm> Research Guides:

<http://fgcu.libguides.com/>

Faculty Support: http://library.fgcu.edu/faculty_index.html

Contact Us: <http://library.fgcu.edu/LBS/about/contactus.htm>

Respondus Monitor – Remote, Online Exam Monitoring

In order to protect the integrity of online assessments that are delivered to students off site in a non- proctored location, this course may employ *Respondus Monitor* technology that will allow for the web- enabled monitoring of exams and quizzes. Students must own a computer device and an associated webcam that meet the minimum requirements of the University's standard remote monitoring system. Additional information:

- *Respondus Monitor* overview: <http://respondus.com/products/monitor/>

- *Respondus Monitor* Faculty Training and Workshops: TBA

Respondus LockDown Browser – Classroom and/or Remote Online Exams

In order to protect the integrity of classroom *or* remote online exams, this course may employ *Respondus LockDown Browser* technology that will allow for the student's temporary restriction to a designated online testing website, disabling the ability to print, copy, access other applications or move to any other URL for the duration of the assessment. This technology may be used on campus in University computer classrooms *or* for remote delivery of quizzes and exams. [For online classes only: students must own a computer that meets the minimum requirements of the University's standard lock down browser application.]

Additional information:

- *Respondus LockDown Browser* overview: <http://respondus.com/products/lockdown-browser/>
- *Respondus LockDown Browser* Faculty Training and Workshops: TBA

Lecture Capture Technology/FGCU Capture – Classroom Recording

This course may employ technology that will allow for audio and/or video recording of live classroom sessions. This lecture capture technology is utilized for the sole purpose of enhancing student learning. It may provide for supplemental student instruction via secure links to recorded session(s), the live stream of courses, presentations of off-site guest speakers and/or the delivery of course instruction utilizing "flipped classroom" methodologies. Student questions and/or comments may be included as a part of any session being recorded. See FGCU-CAPTURE for additional details and training <http://aets.fgcu.edu/fgcucapture.asp>

Warning: *All statements in this syllabus are tentative and subject to change. The student is responsible for staying informed of all changes.*

Meeting	Dates	Tasks
	January	
1	7	Introduction, Syllabus Q and A
2	9	Introduction Continued
3	14	Catch Up Assignments
4	16	Catch Up Assignments
5	21	Catch Up Assignments
6	23	Catch Up Contest
7	28	Role Play practice/Test
8	30	Role Play practice/Test
	February	
9	4	Role Play 1 Due
10	6	Role Play practice/Test
11	11	Role Play practice/Test
12	13	Role Play 2 Due
13	18	Role Play practice/Test
14	20	Role Play practice/Test
15	25	Role Play practice/Test
16	27	Role Play 3 Due
	March	
	3	Spring Break – No Class
	5	Spring Break – No Class
17	10	Role Play practice/Test
18	12	Role Play practice/Test
19	17	Role Play 4 Due
20	19	Role Play practice/Test
21	24	Role Play practice/Test
22	26	Role Play practice/Test
23	31	Role Play 5 Due
	April	
24	2	Salesperson negotiations role play one
25	7	Salesperson negotiations role play two
26	9	Salesperson negotiations role play three
27	14	Salesperson negotiations role play four
28	16	Salesperson negotiations role play five
29	21	Challenger Presentations
30	23	Challenger Presentations
31	28	<i>Final Role Play 12:30-2:45</i>

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