

## **Selling and Sales Management Syllabus**

Spring 2018  
MKTG-UB 0038.01  
Room TBD

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*Learning Tool:*                      Personal Listening Profile  
    *Purchased in class for \$30*

*Required Text:*                      Customer Centric Selling: The Consultative Sales Model  
    J. Krawitz

### *Course Description:*

Sales is a mission critical function for all organizations: “Nothing happens until someone sells something.” The goal of Selling and Sales Management is to provide you the knowledge and skills that businesses need to win customers and grow their business. We will use the *consultative selling* model to understand the process of selling, discovery of and alignment with customer’s needs, presentation of solutions, overcoming objections, and gaining agreement.

This course is an interactive forum including discussions, exercises, skills drills, and other opportunities to apply the topics we cover. Many topics have an exercise applying the concepts or practicing the skills covered in class. In addition to learning the aspects of contemporary selling as it applies to your chosen career, students will gain a better appreciation of sales as an important – though often misunderstood – aspect of every organization.

Rather than pigeonholing selling as ‘something done by sales-types’, we will look at managing a professional sales force and optimizing the investments made in the organization’s interactions with its most important constituents: customers. Structure, staffing, training, and compensating the sales force are all critical aspects of building a successful company.

Everyone sells. In business, we sell our products, proposals, IPOs, projects, budgets, and anything else that someone else must approve. In life, we buy cars (buying and selling are two sides of the same coin), interview for jobs, propose marriage, and many other things that someone else has to say OK to. In short, selling is a fundamental life as well as necessary business skill.

### *Grading:*

Your grade in the course is directly proportional to your competency in each of the following Learning Objectives:

- Clarity of the roles (existing and potential) of professional sales in a business organization
- Sales structural options for various sales strategies
- Consultative selling model and personal selling skills
- Driving sales’ performance via compensation and training

There are several ways that your performance is measured:

- *Attendance and Participation.* Class attendance is assumed; participation in the class discussions and exercises is expected. Most of selling lies in the experiential domain: you must do it to know it. ‘Participation’ is measured by your preparation for and contribution to class discussions and exercises (quality, not quantity). (200 points)
- *Exams:* The two exams will examine your knowledge of and ability to interpret the topics and concepts that we cover in class, often in a multi-functional way (300 points)

- *Project:* The team project (parts I and II) provides an opportunity for you to apply the skills and concepts that we cover in class both in written form and team presentations (500 points)

### *Syllabus:*

<i>Week</i>	<i>Date/Time</i>	<i>Class Topics</i>	<i>Class Prep (read or do)</i>	<i>In-Class Exercises</i>
#1	Jan. 22 6:20 – 9:00	<ul style="list-style-type: none"> <li>Contemporary Sales</li> <li>Consultative Selling Model</li> <li>Buy/Sell Processes</li> <li>Course Project</li> </ul>	<ul style="list-style-type: none"> <li>Syllabus</li> <li><i>Customer-Centricity</i> white paper</li> <li>Course Project paper</li> </ul>	
#2	Jan. 29 6:20 – 9:00	<ul style="list-style-type: none"> <li>Nature of Influence</li> <li>Sales Strategies</li> <li>Sales Organizations</li> </ul>	<ul style="list-style-type: none"> <li>BioMod Case prep</li> </ul>	<ul style="list-style-type: none"> <li>BioMod Case discussion</li> </ul>
#3	Feb. 5 6:20 – 9:00	<ul style="list-style-type: none"> <li>Staffing Options</li> </ul>	<ul style="list-style-type: none"> <li>Buy Process Map prep* (team)</li> </ul>	<ul style="list-style-type: none"> <li>Buy Process exercise</li> </ul>
#4	Feb. 19 6:20 – 9:00	<ul style="list-style-type: none"> <li>Recruiting</li> <li>Training</li> </ul>	<ul style="list-style-type: none"> <li>Chicken Eyes Case prep* (team)</li> </ul>	<ul style="list-style-type: none"> <li>Chicken Eyes Case</li> </ul>
#5	Feb. 26 6:20 – 9:00	<ul style="list-style-type: none"> <li>Performance</li> <li>Compensation</li> </ul>	<ul style="list-style-type: none"> <li><i>Wells Fargo A</i> article</li> </ul>	<ul style="list-style-type: none"> <li>Comp exercise</li> </ul>
#6	Mar. 5 6:20 – 9:00	<ul style="list-style-type: none"> <li>Review Session</li> <li>Midterm Exam</li> </ul>	<ul style="list-style-type: none"> <li><i>Wells Fargo B</i> analysis (individual)</li> </ul>	<ul style="list-style-type: none"> <li>Midterm Exam</li> </ul>
#7	Mar. 19 6:20 – 9:00	<ul style="list-style-type: none"> <li>Project (Part I) Presentations</li> </ul>	<ul style="list-style-type: none"> <li>Sales Plan* (team)</li> </ul>	<ul style="list-style-type: none"> <li>Presentations (team)</li> </ul>
#8	Mar. 26 6:20 – 9:00	<ul style="list-style-type: none"> <li>Relationships</li> <li>Comm. Styles</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li>Comm. Styles A Exercise</li> <li>Purchase Listening <i>Profile</i></li> </ul>
#9	Apr. 2 6:20 – 9:00	<ul style="list-style-type: none"> <li>Questioning</li> <li>Platforms</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
#10	Apr. 9 6:20 – 9:00	<ul style="list-style-type: none"> <li>Comm Styles B</li> </ul>	<ul style="list-style-type: none"> <li>Comm. Styles B prep* (individual)</li> </ul>	<ul style="list-style-type: none"> <li>Comm. Styles B Exercise</li> </ul>
#11	Apr. 16 6:20 – 9:00	<ul style="list-style-type: none"> <li>Listening</li> <li>Persuasive Presentations A</li> </ul>	<ul style="list-style-type: none"> <li>Platforms prep* (individual)</li> <li>Listening Profile</li> </ul>	<ul style="list-style-type: none"> <li>Platforms Exercise</li> <li>Listening Exercise</li> </ul>
#12	Apr. 23 6:20 – 9:00	<ul style="list-style-type: none"> <li>Persuasive Presentations B</li> </ul>	<ul style="list-style-type: none"> <li>Capstone Exercise prep* (individual)</li> </ul>	<ul style="list-style-type: none"> <li>Presentation Development (team)</li> </ul>
#13	Apr 30 6:20 – 9:00	<ul style="list-style-type: none"> <li>Proposals</li> <li>Review Session</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li>Capstone Exercise</li> </ul>
#14	May 7 6:20 – 9:00	<ul style="list-style-type: none"> <li>Final Exam</li> <li>Project (Part II) Presentations</li> </ul>	<ul style="list-style-type: none"> <li>Project Part II Assignment* (team)</li> </ul>	<ul style="list-style-type: none"> <li>Presentations (team)</li> </ul>

*\*Items to be turned in for grading*

### *References:*

The following books cover various aspects of consultative sales and contemporary sales management:

*Rethinking the Sales Force*, Neil Rackam and John DeVincentis; McGraw Hill

*Selling: The Profession*, David Lill; DM Bass

*Sales Management*, Robert Calvin; McGraw Hill

*The New Solution Selling*, Keith Eades, McGraw Hill

*It's Not Rocket Science*, Mitchell Goozé, IMI

*Relationship Selling*, Jim Cathcart, Perigee

*Talk Like TED*, Carmine Gallo, St. Martin's Griffin