

Selling and Sales Management Syllabus

Spring 2020

MKTG-UB 0038.01

Room UC-15

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Required Text: *Customer-Centric Selling* 1st edition
Chapter 2 Publishing (*NYU Bookstore*)

Learning Tool: Personal Listening Profile
(*purchase instructions provided in class*)

Course Description:

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.

Sales is a mission-critical function for all business 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.

Stern School Requirements:

Please refer to [Stern Policy with Regard to In-Class Behavior & Expectations](#) for information on Stern/NYU requirements.

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:

- *Participation and Preparation.* 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). Written assignments are also graded. (100 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)
- **Projects:** Each team project provides an opportunity for you to apply the skills and concepts that we cover in class both in written form and team presentations (600 points)

<i>Class</i>	<i>Class Topics</i>	<i>Class Prep</i>		<i>In-Class Exercises</i>
		<i>Pre-Class Readings</i>	<i>Assignment Due for Class</i>	
#1 <i>Jan 28</i>	<ul style="list-style-type: none"> • Consultative Selling • Sales and Mktg • Project A Intro 	<ul style="list-style-type: none"> • Syllabus • Ch 1,2,4, Apx B 	•	• DT: Ch 1-1**
#2 <i>Feb 4</i>	<ul style="list-style-type: none"> • Sales Strategies • Sales Organizations • Staffing Options 	•	• BioMod Case prep	• BioMod Case discussion
#3 <i>Feb 11</i>	<ul style="list-style-type: none"> • Staffing Options 	• Ch 5,6	<ul style="list-style-type: none"> • Chicken Eyes Case prep (team)* • 	• Chicken Eyes Case discussion
#4 <i>Feb 18</i>	<ul style="list-style-type: none"> • Nature of Influence • Buy Process Recruiting • Training 	• Ch 3	• DT: 5-1*	• SE Buy Process Map discussion
#5 <i>Feb 25</i>	<ul style="list-style-type: none"> • Performance • Compensation 	•	• SE Buy Process Maps (team)	• Comp. exercise
#6 <i>Mar 3</i>	<ul style="list-style-type: none"> • Review Session • Midterm Exam 	•	•	• Midterm Exam
#7 <i>Mar 10</i>	<ul style="list-style-type: none"> • Project A Presentations 	•	• Sales Plan (team)*	• Presentations (team)
#8 <i>Mar 24</i>	<ul style="list-style-type: none"> • Relationships • Comm Styles 	• Ch 7,8	• DT: Ch 7-1*	• DT: 8-1
#9 <i>Mar 31</i>	<ul style="list-style-type: none"> • Questioning • Platforms • Project B Intro 	• Ch 9, 10	• DT: Ch 9-1*	• Comm. Styles A Exercise
#10 <i>Apr 7</i>	<ul style="list-style-type: none"> • Platforms • Communications Blocks • Listening 	<ul style="list-style-type: none"> • Ch 11, Apx C • Listening Profile 	<ul style="list-style-type: none"> • Listening Profile (graph only) • Comm. Styles B prep* • DT: Apx C-3 	• Comm. Styles B Exercise
#11 <i>Apr 14</i>	<ul style="list-style-type: none"> • Persuasive Presentations 	• Ch 13, 14	<ul style="list-style-type: none"> • Platforms Ex. Prep • DT: Ch 14-1* 	<ul style="list-style-type: none"> • Platforms Exercise • Listening Exercise
#12 <i>Apr 21</i>	<ul style="list-style-type: none"> • Persuasive Presentations 	• Ch 16	• DT: Ch 16-1*	• Presentation Development
#13 <i>Apr 38</i>	<ul style="list-style-type: none"> • Review Session • Capstone Exercise 	•	• Capstone Exercise prep*	• Capstone Exercise
#14 <i>May 5</i>	<ul style="list-style-type: none"> • Project B Presentations 	•	• Project Part II Assignment (team)	• Presentations (team)
<i>May 14</i>	<ul style="list-style-type: none"> • Final Exam 	•	• 8:00-9:45 PM	•

* To be turned in for grading.

** "DT: Ch9-1" refers to "Discussion Topic 1" at the end of chapter 9 in the text.