

**COURSE OUTLINE**  
**JOHN MOLSON SCHOOL OF BUSINESS**  
**SUMMER 2015**

**MARK 454/1 Sec AA**  
**PERSONAL SELLING AND SALES MANAGEMENT**

**GENERAL INFORMATION**

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Instructor: Brent Pearce

Class Day(s), Time Slot and Location: Tuesdays & Thursdays 11:45-14:30 MB S2.285

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Phone: 514 946-4917

Office Hours and Location: by appointment – please e-mail me.

**COURSE DESCRIPTION**

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*Prerequisite: COMM 224 or MARK 201.* This course has a dual focus: the cultivation of personal selling skills, and the theoretical and applied aspects of managing the personal selling function. Cases, readings, simulations, and presentations are deployed to achieve the course goals.

**TEACHING METHOD AND LEARNING OUTCOMES**

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Students will be exposed to selling techniques that revolve around the *Trust-Based Sales Process*. They will develop a better understanding of buyers, develop their communication skills, learn prospecting techniques as well as develop a sales dialogue.

Classes will consist of lectures, videos, role-plays, in-class exercises and discussions. Students will learn by “doing”. By the end of the semester, students will be able to make a well-organized sales presentation. Active class participation and regular attendance is required in this course because of the nature of the material covered.

“Moodle” and First Class will be used to post course materials and to submit assignments.

**COURSE MATERIALS**

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**E-Book:** Ingram, T.N., LaForge, R. W., Avila, R. A., Schwepker, C.H., Williams, M. R., Shannahan, K. L. J. (2013). *Sell* (First Canadian Edition). Canada: Nelson Education.

E-Book ordering instructions will be posted by the instructor.

## TENTATIVE COURSE SCHEDULE

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Class	Date	Topics	Chapters
1	May 5	<ul style="list-style-type: none"><li>• Introduction</li><li>• Time as a Resource</li><li>• Overview of Personal Selling</li></ul>	1
2	May 7	<ul style="list-style-type: none"><li>• Building Trust and Sales Ethics</li><li>• Understanding Buyers</li></ul>	2 & 3
3	May 12	<ul style="list-style-type: none"><li>• Communication Skills</li><li>• Strategic Prospecting &amp; Preparing for Sales Dialogue</li></ul>	4 & 5
4	May 14	<b>Guest Presentation</b>	
5	May 19	<ul style="list-style-type: none"><li>• Planning Sales Dialogues and Presentations</li><li>• Sales Dialogue: Creating and Communicating Value</li><li>• <b>Group Proposal Due</b></li></ul>	6 & 7
6	May 21	<ul style="list-style-type: none"><li>• <b>In-Class Exam #1</b></li></ul>	
7	May 26	<ul style="list-style-type: none"><li>• Addressing Concerns and Earning Commitment</li></ul>	8
8	May 28	<ul style="list-style-type: none"><li>• Expanding Customer Relationships</li></ul>	9
9	June 2	<ul style="list-style-type: none"><li>• Adding Value: Self-Leadership &amp; Teamwork</li></ul>	10
10	June 4	<ul style="list-style-type: none"><li>• Sales Management &amp; Sales Training</li></ul>	11
11	June 9	<ul style="list-style-type: none"><li>• <b>In-Class Exam #2</b></li><li>• <b>Group Brief Due</b></li></ul>	
12	June 11	<ul style="list-style-type: none"><li>• <b>Group Sales Presentation – Session 1</b></li></ul>	
13	June 16	<ul style="list-style-type: none"><li>• <b>Group Sales Presentation – Session 2</b></li></ul>	

**NOTE:**

- The presentation schedule and sequence will be announced by the instructor.
- The instructor reserves the right to modify the tentative course schedule throughout the semester.

## **COURSE EVALUATION**

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The final grade for the course will be based on the following components:

Role Plays	10%
Cold Call Assignment	10%
Cover Letter Assignment	10%
In-Class Exam #2	20%
Group Sales Presentation and Report	30%
In-Class Exam #2	20%
<b>TOTAL</b>	<b>100%</b>

## **ADDITIONAL REGULATIONS**

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1. Communication devices must be turned off or set on silent during class.
2. Regular attendance and promptness are essential. Should you arrive late, please be courteous and minimize the disturbance to your fellow classmates.
3. Attendance at presentation sessions is **mandatory**, even if you are not presenting on that day. Failure to attend or late arrival will result in a 5 mark penalty of your final grade.
4. Enrollment in this class means that you are aware of, understand and accept the rules stated in this document.
5. Students are required to be familiar with Concordia's Code of Conduct - Academic. Please see the **2015-2016 Concordia Undergraduate Calendar**. The Offences (articles 14~16) and the Sanctions (article 50 through 55) in the Academic Integrity and the Academic Code of Conduct section are particularly noteworthy.

**In any work submitted, students must identify all information sources used in the corresponding portion of the paper as well as at the end of the work. Any violation of this prescription constitutes plagiarism under the Code of Conduct.**

## **DETAILS OF ASSIGNMENTS**

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### *1. Role Plays*

Attendance and participation is a requirement for success in this class. You will learn by “doing”. Students are expected to actively participate in role-plays, to carry-out class exercises and complete short homework.

### *2. Cold Call Exercise*

Proper telephone etiquette and sales call planning will be mastered in the process of successfully completing a cold call exercise that must be done by use of the telephone. You will then describe the experience in a 2-page summary report. Guidelines on the assignment will be provided by the instructor in class.

### *3. Career Success Selling Skills*

Each student will learn how to sell him/herself to a prospective employer by developing and submitting an appropriate “cover letter” that can accompany a person’s CV as part of their job application searches.

### *4. In-Class Examinations*

The contents of the two exams will be determined by your instructor. They will take place in class and will cover the concepts studied throughout the term.

There are no exam alternatives for this course. Only extreme circumstance (student hospitalization, death of an immediate family member, supported by documentation) will constitute a recognized excuse for missing an exam. In that case, the instructor will decide whether the student will submit a 10-page report on a topic of the instructor’s choice (due in 14 calendar days) or weight the remaining exam appropriately

### *5. Group Sales Presentation*

Working in groups of five or six, you are required to develop a 15-minute sales presentation on a product/service of your choice. The project requires a:

- proposal (due class 4)
- report (due class 13),
- brief (due class 11)
- final sales presentation (due class 12 or 13).

Guidelines will be provided by the instructor in class and posted on First Class and Moodle

### **Evaluation of Group Work**

To ensure that all group members contribute on an equal basis, there will be a peer evaluation conducted in this course at the end of Class 13. All "confidential" peer evaluations must be submitted on forms available on the course folders. Any evaluation showing an individual is "not pulling his weight" must also provide the necessary justification for the rating assigned.

Sub-standard efforts can lower your final grade. If your group gets an 85% (A) on a project, and the group rates your work at only an 80% level (meaning you didn't pull your weight), your individual grade for the project will be 68% (C+). If you do not believe me, ask students from previous semesters.

***Group work is serious; nothing annoys me more than freeloaders. In plain English, roll up your sleeves and start working IMMEDIATELY.....or get out!!! Failure to submit peer evaluations will result in a 2.5 mark penalty (per evaluation not submitted) from the final grade for the course.***

***IMPORTANT: No revisions to any submitted Peer Evaluation will be accepted after the last class of the semester. Each student must carefully and objectively evaluate the contribution of each member to the group's work based on the criterion that every person should do their "fair share" of the work needed to complete the group assignments satisfactorily.***

### **ACADEMIC INTEGRITY**

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The Code of Conduct (Academic) at Concordia University states that the "integrity of University academic life and of the degrees, diplomas and certificates the University confers is dependent upon the honesty and soundness of the instructor-student learning relationship and, in particular, that of the evaluation process. As such, all students are expected to be honest in all of their academic endeavors and relationships with the University." (Undergraduate Calendar, section 16.3.14)

All students enrolled at Concordia are expected to familiarize themselves with the contents of this Code. You are strongly encouraged to visit <http://provost.concordia.ca/academicintegrity/>, which provides useful information about proper academic conduct. Make sure to take the Academic Integrity Test if you have not done it already.

**GRADING**

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Except in the cases of accounting errors, remarking, or an academic re-evaluation, grades are final and will not be changed under any other circumstances.

<b>FNS</b>	<b>0</b>	<b>0-49%</b>	<b>Poor - Failure</b>
D-	0.7	50-53%	Marginal pass
D	1.0	54-56%	
D+	1.3	57-59%	
C-	1.7	60-63%	Satisfactory
C	2.0	64-66%	
C+	2.3	67-69%	
B-	2.7	70-73%	Very good
B	3.0	74-76%	
B+	3.3	77-79%	
A-	3.7	80-84%	Outstanding
A	4.0	85-89%	
A+	4.3	90-100%	

## **ASSESSMENT OF LEARNING OUTCOMES**

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- Outcome #1:** Gain a thorough understanding of the personal selling process.  
**Assessment:** Measured by in-class examinations, exercises and all of the assignments during the course.
- Outcome #2:** Have an appreciation for sales territory management issues and considerations.  
**Assessment:** This will be accomplished during in-class examinations and the group project.
- Outcome #3:** Learn many of the talents required for selling success  
**Assessment:** These will be measured by the role play assignments, the group sales presentation and the in-class examinations.
- Outcome #4:** Understand sales training techniques used by corporations in North America.  
**Assessment:** Measured by the two in-class examinations.
- Outcome #5:** Refine oral communication and sales presentation skills.  
**Assessment:** Demonstrated during regular in-class role-play exercises and the group sales presentation.
- Outcome #6:** Improve personal productivity by enhancing time management habits.  
**Assessment:** Measured by the student's mastering of proven time/self-management skills.
- Outcome #7:** Develop skills needed for prospecting, cold calling and qualifying potential customers.  
**Assessment:** Determined by success on the CEO "cold call" assignment and CV cover letter development.