**MKTG 000 – Advanced Selling and Sales Management**

**Instructor Name**:  **Office Location**:  **Office Phone**:  **Email**:

**Office Hours:**

**Course Overview**

The purpose of this class is to teach you advanced professional selling skills and prepare you for a career in managing sales teams. While the course is designed for students with some basic sales knowledge, it is okay if you don’t have experience as the course will still provide you with foundational sales knowledge.

This class is as much a professional training program as it is a traditional college class. For example, the courseware concentrates on helping you develop selling skills (not just knowledge), and much of class time will be spent discussing and actively applying the skills. Selling is much more than just being a good people-person, and this course will teach you how to develop the abilities you need to be both a good seller and a good manager of sales teams.

**Course Objectives**

Students will learn:

* How to manage the sales process and move customers through the sales pipeline
* How to strategically manage customers through customer analytics
* The different strategies for landing large, medium, and small accounts
* The leading sales methodologies, such as Challenger Sales and SPIN Selling
* How to sell using virtual platforms (e.g., Zoom)
* How to utilize prospecting strategies, such as video email and social selling
* How to manage a sales team through compensation, coaching, training, and sales meetings
* How to develop strategies for selling internationally

#### **Course Materials**

This course uses (1) a digital courseware called “Advanced Selling and Sales Management” by Allen and Kelly, and (2) the *Mimic Advanced Professional Selling* simulation. You will receive an email from the instructor on how to sign up for the courseware and simulation.

**Grading Policy**

Grades are based on the following breakdown:

Chapter Quizzes  15%

Chapter Assignments 20%

Mimic Simulation 20%

Salesperson Interview Project 10%

Midterm Exam  15%

Final Exam 15%

Reflections paper 5%

**Graded Requirements**

***Chapter Quizzes***

Each chapter in the online courseware contains a reading quiz to check your understanding of the material in the chapter. Students are expected to read the chapter and complete the quiz questions before class. Students must complete each quiz the day before a new chapter is discussed in class. For example, if the course schedule indicated that the discussion for Chapter 1 will begin on Tuesday, students will have until 11:59 pm on Monday to complete the quiz.

***Chapter Assignments***

Each chapter contains 2-3 associated assignments. Your instructor will provide you a list of the required assignments for each chapter. These are due in class a week after the assignment’s corresponding chapter is finished in class.

***Mimic Professional Selling Simulation***

The Mimic Professional Selling simulation is designed to give students a taste of what it is like to have a career in professional sales. In the simulation, students begin a fictitious career as a salesperson and must perform the basic job functions of a new seller. The simulation and courseware go hand-in-hand; each round of the simulation will provide an opportunity to apply something you learned in the courseware chapter(s).

***Salesperson Interview Project***

Perhaps the best way to learn how to be a good salesperson is to learn from the example of a good salesperson. For this project, you will meet with a salesperson who works in a B2B industry and interview them over the course of the semester. The assignments list for each chapter contains a few interview questions that correspond with the content of that chapter. Ask at least one interview question from each chapter. Use an audio recording to record your interview so that you can go back and reference the answers (there are many free recording apps). Write a five-page report that discusses the main learnings from the interview. Students are free to organize the paper how they desire. For example, you can organize the paper based on general themes that emerged from the interview, based on the lessons you found most insightful, or by the courseware chapter/interview question. Students must turn in both the audio recording and the report. *[Instructors, this project comes from the “continuing project” sections at the end of every assignment list. Please see the “Notes to Instructors” section for different ways to customize this interview assignment].*

**Midterm and Final**

The midterm and final exams will each consist of 50 multiple-choice questions. The midterm will cover the first half of the semester, and the final will cover the latter half of the semester.

**Reflections Paper**

At the end of the semester, you will write a Reflections Paper in which you explain how you will apply the things you have learned to your future career. The paper must be at least four pages double-spaced with Times New Roman 12-point font.

The prompt for the reflections paper is:

*Consider all the different strategies you have learned and the discussions, activities, role-plays, and assignments you have done in this class. From all that content, what are the four most important things you have learned, and how will you apply them in your future career? As you write, consider how these topics will be useful to you in the future.*