**[DEPARTMENT NAME]**

**[COLLEGE NAME]**

**COURSE PROPOSAL**

**Name:**

**Position:**

**Email:**

**Address:**

**Phone number:**

**I. Proposed course title:**

[Example] MKT 440: Advanced Professional Selling

**II. Course Description**

Advanced selling gives students the opportunity to build upon the sales techniques and skills needed to secure enterprise and account-based sales. Students will learn how to prospect for large organizations using skills like multithreading, account mapping, crafting video emails, and account-based selling. Students will become familiar with established selling approaches, such as SPIN Selling, as well as newer techniques, such as the Challenger Sales methodology. Additionally, students interested in management positions will explore sales management topics such as recruiting, coaching, training, and compensation.

**III. Purpose of the course**

Learning Outcomes

Fundamentals of Professional Selling: Understand the role of a salesperson, explain how a salesperson can create value for customers and their organization, and develop the mindset of a successful salesperson.

The Sales Process: Articulate the steps in the sales process, plan these steps for each customer, and explain how to work with a sales organization to help move customers through the process.

Sales Analytics and Research: Understand how to leverage analytics and research to be more effective sellers.

Landing Large Accounts: Develop creative customer prospecting methods to catch the attention of large prospective customers.

Sales Methodologies and Asking Questions: Determine strategies for asking appropriate questions that fit the client and the industry.

Resolving Customer Objections: Discover and resolve objections

Closing and Negotiations: Implement closing techniques and practice using customer psychology to overcome objections.

Virtual Sales Meetings: Apply successful selling techniques in a virtual environment.

Lead Generation and Social Selling: Practice working with marketing to find leads using lead generation tools, account-based marketing, and social selling.

Sales Management: Apply best practices of hiring, managing and motivating a team. Understand the basics of international selling.

**IV. Elements of the Course**

**Quizzes:** Every reading assignment from the textbook has an accompanying quiz. The chapter readings and the quiz must be completed before class begins on the day the quiz is due.

**Assignments:** Every chapter has an accompanying assignment. The assignment must be completed before class begins on the day the assignment is listed as due.

**Simulation:** Students can get real-world experience using the Advanced Selling Simternship™, which includes 13 rounds of simulated sales scenarios.

**Expert Sessions:** Students engage with industry-led videos, Expert Sessions, throughout the semester. This help gives students a glimpse into the real world.

**In-class Participation**

[Example] You are expected to actively engage in classes and classroom discussions. Both attendance and in-class engagement are components of your participation grade:

● Attendance: 5%

● In-class engagement: 5%

**V. Outline of course content:**

| **CLASS** | **CLASS TOPIC** | **READING QUIZ DUE (day before class)** | **WHAT’S DUE** |
| --- | --- | --- | --- |
| Class 1 | Introduce class and discuss syllabus |  | Sign up for textbook |
| Class 2 | Chapter 1: Foundations of Professional Selling | Chapter 1 Quiz |  |
| Class 3 | Chapter 1 continued |  |  |
| Class 4 | Chapter 2: The Sales Process | Chapter 2 Quiz |  |
| Class 5 | Chapter 2 continued |  | Assignment # [ ] from Chapter 1 |
| Class 6 | Chapter 3: Selling Analytics and Research | Chapter 3 Quiz |  |
| Class 7 | Chapter 3 continued |  | Assignment # [ ] from Chapter 2 |
| Class 8 | Chapter 4: Landing Large Accounts | Chapter 4 Quiz |  |
| Class 9 | Chapter 4 continued |  | Assignment # [ ] from Chapter 3 |
| Class 10 | Chapter 4 continued |  |  |
| Class 11 | Chapter 5: Asking Questions and Sales Methodologies | Chapter 5 Quiz |  |
| Class 12 | Chapter 5 continued |  | Assignment # [ ] from Chapter 4 |
| Class 13 | Chapter 6: Resolving Customer Objections | Chapter 6 Quiz |  |
| Class 14 | Chapter 6 continued |  | Assignment # [ ] from Chapter 5 |
| Class 15 | **Midterm Exam** |  | Midterm Exam |
| Class 16 | Chapter 7: Closing and Negotiations | Chapter 7 Quiz |  |
| Class 17 | Chapter 7 continued |  | Assignment # [ ] from Chapter 6 |
| Class 18 | Chapter 8: Virtual Sales Meetings | Chapter 8 Quiz |  |
| Class 19 | Chapter 8 continued |  | Assignment # [ ] from Chapter 7 |
| Class 20 | Chapter 9: Lead Generation and Social Selling | Chapter 9 Quiz |  |
| Class 21 | Chapter 9 continued |  | Assignment # [ ] from Chapter 8 |
| Class 22 | Chapter 10: Sales Management: Hiring and Managing a Sales Team | Chapter 10 Quiz |  |
| Class 23 | Chapter 10 continued |  | Assignment # [ ] from Chapter 9 |
| Class 24 | Chapter 11: Sales Management: Motivating and Coaching Sellers | Chapter 11 Quiz |  |
| Class 25 | Chapter 11 continued |  | Assignment # [ ] from Chapter 10 |
| Class 26 | Chapter 11 continued |  |  |
| Class 27 | Chapter 12: Sales Management: International Selling | Chapter 12 Quiz | Assignment # [ ] from Chapter 11 |
| Class 28 | Chapter 12 continued |  |  |
| Class 29 | Review and/or catch-up |  | Assignment # [ ] from Chapter 12 |
| Class 30 | **Final Exam** |  | Final Exam |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |

**VI. Proposed courseware**

This course uses Professional Selling: A Guide for the Modern Sales Professional, a digital textbook available at<http://home.stukent.com>.

Advanced Selling and Sales Management  
Publisher: Stukent, Inc.  
Author: B.J. Allen and Donald Kelly  
ISBN: 9781956963540  
Direct From Stukent Price: $79.99  
<https://www.stukent.com/higher-ed/advanced-selling-bundle/>

**Chapter 1:** Foundations of Professional Selling

**Chapter 2:** The Sales Process

**Chapter 3:** Selling Analytics and Research

**Chapter 4:** Landing Large Accounts

**Chapter 5:** Asking Questions and Sales Methodologies

**Chapter 6:** Resolving Customer Concerns

**Chapter 7:** Closing and Negotiations

**Chapter 8:** Virtual Sales Meetings

**Chapter 9:** Lead Generation and Social Selling

**Chapter 10:** Sales Management: Hiring and Managing a Sales Team

**Chapter 11**: Sales Management: Motivating and Coaching Sellers

**Chapter 12:** Sales Management: International Selling

This courseware accomplishes the following topics:

* 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
* **[ADD OTHER IMPORTANT OBJECTIVES]**

**VII. Sample Assignments**

Researching prospective customers and multithreading

**Overview**

**Learning Objectives**

* Practice researching prospective customers
* Utilize strategies for landing large accounts such as multithreading
* Leverage research to personalize prospecting activities

**Recommended Student Preparation**

● Read Chapter 4: “Landing Large Accounts”

**Background**

Multithreading is a term that refers to communication with more than one stakeholder or decision-maker within an organization when working on a deal. A potential deal becomes more embedded into an organization when there are multiple potential customers who are interested in working with you. Multithreading is like a rope with multiple threads or strands compared to a rope with one single thread. The multithreaded rope is much stronger and can withstand more weight and pressure.

When working with a large enterprise organization, one of your roles as a sales professional is to find multiple individuals with whom you could communicate, and who become invested in the solution you were offering for the organization. For instance, selling to a large enterprise could involve a sales cycle between three to six months, and your main contact could [leave the organization](https://www.lucidchart.com/blog/multi-threaded-sales-approach#:~:text=Multi%2Dthreading%20in%20sales,makers%20on%20the%20purchasing%20side) during that time. What will happen to the deal if you only have one source of contact at the company? Alternatively, when you multithread you have multiple individuals with whom you can communicate and keep the deal moving forward.

Developing a multithreading strategy involves identifying key stakeholders and developing strategic ways to engage them in the sales process.

**Instruction**

Set the due date for this assignment after students have read Chapter 4: “Landing Large Accounts,” which includes instruction on how to multithread. Further, this chapter also covers the steps to developing video emails, a creative and emerging prospecting tool. Students will need to know these steps..” Below are the instructions for your reference.

STUDENT INSTRUCTIONS

Assume that you are an account manager for a large company that has created a new kids’ apparel line that you hope to sell within Walmart. The differentiation of your apparel line is that the apparel is made from more sustainable products compared to other apparel products, but it is still a similar price. You manage relationships with large retailers and you are trying to sell your new product line within Walmart

**Step 1**

Use LinkedIn to find someone who would be a good contact within Walmart, such as a buyer, assistant buyer, account manager, Vice President, or merchandising manager over Walmart’s apparel or clothing department. Consider how you could use the content on their social media pages to personalize a video message to them. How would you use this information to creatively reach out and grab the attention of the contact you identified?

**Step 2**

Along with the person that you found above, research other individuals who work at Walmart and who are connected on LinkedIn to that individual you researched. Find three specific people who might also be involved in the decision of whether to adopt your apparel line.

Write down these peoples’ names, titles, and why you think they may also be good contacts. Write down how they are connected to the individual from step #1 and record what you learned from your research about them that could help you find out what they value.

**Step 3**

Using this information, write a script of a 60-second video email to each of these individuals. Remember to personalize each email by mentioning something specific from the prospect’s social media. Further, focus on tailoring the script to each of the individual’s specific job functions. Each of these individuals is different and owns different parts of the business process. How will you personalize your value propositions to something that matters to each of these individuals?

**VIII.** **Grading**

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%