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Course Objectives:  
To help the student understand: (1) where professional selling fits into the firm; (2) how to prepare one' self for such a position; (3) the dynamics of selling, and; (4) the different settings in which selling occurs. Specifically, the goals of this course are the following: 1) Identify the different types of professional salespeople and their relationship development. 2) Discuss the ethical and legal issues in selling along with the ethical decision making process. 3) Demonstrate an ability to understand the buying process. 4) Demonstrate the skills needed in prospecting, planning, and making a sales call. 5) Developing and demonstrating your ability to build long-term relationships, negotiate and manage a professional sales career. This course is designed to give the student a significant advantage over other university students vying for the same position and to have them excel within the first 18 months of graduation.

Grading:  
6 Exams @ 100 pts 600  
3 Sales Presentations 600  
Total 1,200

Make-up tests are comprehensive. No work is accepted late for credit unless one has a recognized university excuse. However, all assignments must be completed to receive a grade in the course. Final Grades: A (100-89.5%); B (89.4-79.5%); C (79.4-69.5%); D (69.4-59.5%); F 59.4% or below

Class Participation (-210 points)  
This portion of your grade is determined by two features: Are you prepared and are you present. There will be a seating chart after the first day. Because this class has a rapid pace, I use the Socratic Method. In other words I will not be lecturing on the materials. It will be your responsibility to access the lecture notes, power points, videos, and read the material BEFORE CLASS. During class I will ask questions. If I determine you are not prepared (-1- -30 pts.) or that you are not present without e-mailing me prior to the period a valid excuse, points will be deducted (-30 pts. Per absence).

Exams (6 x 100 pts):
All exams will be multiple-choice and may include material from the textbook, lectures, videos, and guest speakers.

**Resume (-50 pts):**
A resume which can be used in job applications must be completed and given to me in Word for my files. This is very important because it may be given, along with your video presentation to corporations that wish to see it.

**Assignments 4, (-100 pts)**
To help you develop a good presentation various assignments will be required of you and sent to my Graduate Assistant in **Microsoft Word** to be checked. Please notice the use of coercive power. You cannot gain points, only lose them if you do not submit the assignments on time. On time is defined as 23:59 of the date listed. Half the allotted penalty points will be deducted for one day’s tardiness. All points will be taken for two days of tardiness.

**Sales Presentations (3 x 200 pts):**
You will develop and tape three sales presentations with a buy ending. All presentations should be on the same product. Hence, you are not giving me three unrelated sales presentations on three different products or services. After your presentation the tape will either be in the Reserve Library or on D2L for viewing. Watch your presentation and critically evaluate it. Your evaluation should use the following outline format:

I. **Approach**
   A. Opening statements
      1. What you said
      2. What you *should* have said to create more interest
   B. Determination of buyer needs and motives
      1. What you said
      2. What you *should* have said

II. **Presentation**
   A. Discuss how you stressed benefits instead of just features (provide examples); and way to improve
   B. Discuss your nonverbals (e.g., eye contact, posture, use of gestures); and ways to improve
   C. Discuss how you got the customer to participate in a meaningful manner; and ways to improve
   D. Discuss the extent to which you talked slowly and did not interrupt the buyer; and ways to improve
   E. Discuss your choice to words; and ways to improve

III. **Objections and questions (for each one)**
   A. What the buyer said
   B. My reply
   C. Other ways I *could* have replied (use several methods for each objection). Be sure to label the type of method used.
   D. The way I *should* have replied. Be sure to discuss why you feel this is the most appropriate reply
IV. Probing
A. Discuss how effectively you checked for agreement after major points; and ways to improve
B. Discuss how effectively you used trial closes after responding to objectives; and ways to improve

V. Closing
A. Discuss the number of times you tried and the words you used to close. Be sure to label the type of method used.
B. Discuss what you should have done to close more effectively and why you feel this is the most appropriate
C. Discuss your post-closing communication; and ways to improve

VI. Miscellaneous
A. Discuss how you demonstrated enthusiasm; and ways to improve
B. Discuss the extent to which you displayed the following traits (and ways to improve): courtesy, respectfulness, friendliness

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**Sales Presentation Guidelines**

I usually grade the first presentation easier than the second and third. This course is designed along the lines of national company sales training programs. It will keep you busy, yet I sincerely hope parts of the course will be fun and that you will enjoy it. This will provide you with an excellent background from which to enter (after your graduation) your employers' sales training program. Many national firms have reviewed what we will do and say this is an excellent method of preparing you for a selling career. Those of you that will work for small firms will find the course particularly beneficial. **This is a Professional Sales Course, therefore you must assume that you have contacted the Buyer several times to determine specific items he/she wants, needs of the company, etc. Do not use a first meeting sales presentation.**

1. Choose your product to sell and OK it with me. As a salesperson, it is your responsibility to develop your own presentation. By listening in class, talking to salespeople in your industry, reading your text, visiting the library, and by your own ability, you can create, develop, and deliver a presentation that SOLVES YOUR CLIENT’S PROBLEMS.
2. Presentation time limit = 11 minutes **maximum**; your buyer is a busy person.
3. You "carefully" choose your own buyer.
4. Salespeople and buyers should be in the area 10-30 minutes prior to their assigned number. If you’re not there when I call your number you go to the end of the line for the day. After the last presentation I wait no more than 10 minutes. If you do not show up by then I leave.
5. The "key" to making a high grade C or better) is to incorporate the selling "techniques" we discuss in class into your presentation and by talking to salespeople that sell your particular product. For example, creative demonstrations, techniques to overcome objections, and the use of questions are extremely important.
6. Do not use the "when we talked over the telephone last week you said..." type of approaches. **One letter grade will be deducted from the salesperson's presentation grade if you do not have the appearance, mannerisms, and attitude adhered to by a professional salesperson in your chosen industry.**
7. **Three letter grades will be deducted from your presentation grade if you read your**
presentation or it sounds "canned." Your visual aids can be used as a guide, but must be professional and real.
8. After your presentation you will be critiqued by me. Your presentations will be on file for you to review.
9. Salespeople: it will take your cooperation to help coordinate these presentations and critiques. I know your fellow classmates will appreciate your help and cooperation in assuring things go quietly and smoothly.

Hints to Help Resolve Presentation Anxiety

___1. Keep the proper perspective. This does not determine life or death. It is also not some trivial thing to brush aside like junk mail.
___2. PREPARE! PREPARE! PREPARE!
___3. Talk to someone in the "real world" who can give you more information, advice, etc. Do your research!
___4. Prepare good visuals. Remember that you cannot have any notes with you during the presentation.
___5. Read over the scoring form and plan to include all important elements (have an introduction that creates attention, plan to identify needs, etc.).
___6. Practice your presentation with a friend or classmate (do not memorize a canned presentation, however). Ask for honest feedback.
___7. Plan to arrive well before class starts.
___8. Make sure you bring all your visuals with you and they are realistic.
___9. Remember that it is okay to occasionally say "I'm sorry, I don't know the answer to that question, but I will find out and get back to you."

Course Outline*

Ja. 26 Lecture: Course Introduction, Chapter 1, and Discussion of Sales Presentations
Fe. 2 Read Chapters 1, 2, 3 and take Sample Quiz 1 (Ch 1, 2, 3) by 16:00.
Fe. 2 Lecture: Chapter 2 Ethical and Legal Issues in Selling and Chapter 3 Buying Behavior and the Buying Process.
Fe. 6-7 Take D2L Exam 1 (Ch 1, 2, 3) from 2/6, 12:00- 2/7, 23:00.
Fe. 9 Read Chapters 4, 5, 6
Fe. 9 Lecture: Chapter 4 Using Communication Principles to Build Relationships, Chapter 5 Adaptive Selling for Relationship Building, and Chapter 6 Prospecting. Discussion of sales presentations.
Fe. 11 Resume Due, 23:00. (-50 pts)
Fe. 12 Take Sample Quiz 2 (Ch 4, 5, 6) by 16:00.
Fe 13-14 Take D2L Exam 2 (Ch 4, 5, 6) from 2/13, 12:00- 2/14, 23:00.
Fe. 16 Read Chapters 7, 8, 9
Fe. 16 Lecture: Chapter 7 Planning the Sales Call, Chapter 8 Making the Sales
Call, and Chapter 9 Strengthening the Presentation. Discussion of sales presentations

**Fe. 18**  Assignment 1 Due, 23:00 (-25 pts): Choose an industry and product line and talk to a sales person within that area. Submit industry, company name, address, phone number, e-mail, Salesperson’s name, address, phone number e-mail, and title.

**Fe18**  Take Sample Quiz 3 (Ch 7, 8, 9) by 16:00.

**Fe 20-21**  Take D2L Exam 3 (Ch 7, 8, 9) from 2/20, 12:00- 2/21, 23:00.

**Fe. 23**  Read Chapters 10, 11, and 12.

**Fe. 23**  Lecture: Chapter 10 Responding to Objections, Chapter 11 Obtaining Commitment, and Chapter 12 Formal Negotiating

**Fe. 26**  Assignment 2 Due, 23:00 (-25 pts): Submit the following: Describe three features and benefits to the ultimate consumer and the buyer for your product/service.

**Fe. 26**  Take Sample Quiz 4 (Ch 10, 11, 12) by 16:00.

**Fe 27-28**  Take D2L Exam 4 Ch (10,11,12) from 2/27, 12:00- 2/28, 23:00.

**Mar. 2**  Read Chapters 13, 14, 15

**Mar. 2**  Lecture: Chapter 13 Building Partnering Relationships, Chapter 14 Building Long-Term Partnerships, and Chapter 15 Managing Your Time and Territory

**Mar. 5**  Assignment 3 Due, 23:00 (-25 pts): Submit the following: Three Objection types, how you plan on clarifying each objection, post-objection probing, and three types of closes.

**Mar. 16**  Take Sample Quiz 5 (Ch. 13, 14, 15) by 16:00

**Mar. 9-15**  SPRING BREAK

**Mar. 16-17**  Take D2L Exam 5 (Ch. 13, 14, 15) from 3/16, 12:00-3/17, 23:00 and Read Chapters 16 and 17, (NO CLASS).

**Mar. 18**  Assignment 4 Due 23:00, (-25 pts): Submit your Approach (Professional introduction, Salesperson gains prospect’s attention, Effectively building rapport, Smooth Transition into needs identification, SPIN approach) in written Form.

**Mar. 23**  Take Sample Quiz 6 (Ch. 16, 17) by 16:00
Mar. 23  Lecture: Chapter 16 Managing within Your Company and Chapter 17 Managing Your Career, Discussion of student presentations and role playing; Assignment of presentation days and numbers.

Mar. 27-28  Take D2L Exam 6 (Ch 16, 17) from 3/27, 12:00-3/28, 23:00.

Mar. 30  1st Presentation and Critique (1-10)

Ap. 6  1st Presentation and Critique (11-20)

Ap. 13  2nd Presentation and Critique (1-10)

Ap. 20  2nd Presentation and Critique (11-20)

Ap. 27  3rd Presentation and Critique (1-10)

My. 4  3rd Presentation and Critique (11-20)

My. 8  Make-up Presentations

*This outline may be changed at the discretion of the instructor.

**During the individual presentations and critiques the remaining students will review video presentations. Failure to show up will result in points deducted from your total unless accompanied by a university excused absence. This will be strictly enforced.
PRESENTATION GRADING SHEET

GRADING MARKS
A plus sign denotes good
A check sign denotes fair
A negative sign denotes needs improvement

Time Limit: 11 minutes

Seller ____________________________  Score __________

5%  APPROACH (Attention and rapport builder)
_____ Professional introduction
_____ Salesperson gains prospect’s attention
_____ Effectively builds rapport
_____ Smooth Transition into needs identification
_____ Used SPIN approach

25%  NEEDS IDENTIFICATION (Obtain a clear understanding of customer’s situation in order to prepare a customized presentation)
_____ Uncovered decision process (decision criteria, people involved in decision process)
_____ Effectively determined relevant facts about company and/or buyer
_____ Effectively uncovered needs of the buyer by discovering current problems, goals, etc.
_____ Asked effective questions of the buyer and probed after major points

30%  PRESENTATION
_____ Tied features to benefits to the Buyer/Company

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<th>Feature Type</th>
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_____ Buyer participated in meaningful manner

_____ Did not interrupt the buyer

_____ Nonverbals: eye contact gestures nervous posture

_____ Visual aids: appropriate professional easily seen

_____ Correct speech: fast/slow loud/soft monotone verbal pauses choice of words

HINT: SCRIPT YOUR PRESENTATION SO THAT THE OBJECTIONS COINCIDE WITH YOUR THREE TYPES OF CLOSES.

35%  OBJECTIONS (Minimum of three types) and Closes (Minimum of three types)
First
Objection type
Confidence Level
Clarified the objection
Close

Second
Objection type
Confidence
Clarified the objection
Close

Third
Objection type
Confidence
Clarified the objection
Close

5% PROFESSIONALISM

_____ Post close Communication
_____ Well-prepared
_____ Respectful
_____ Appropriate Dress
_____ Friendly (Said the buyer’s name and seller’s company name frequently)

PERCENTAGE X 200 = ________

EMERGENCY PROCEDURES
Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the SIUC Emergency Response Plan and Building Emergency Response Team (BERT) program. Emergency response information is available on posters in buildings on campus, available on the BERT’s website at www.bert.siu.edu, Department of Public Safety’s website www.dps.siu.edu (disaster drop down) and in the Emergency Response Guidelines pamphlet. Know how to respond to each type of emergency. Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency. The Building Emergency Response Team will provide assistance to your instructor in evacuating the building or sheltering within the facility.

FOR MORE INFORMATION SEE LINK: