

## **Sales and Sales Management (BUS 315) Syllabus**

**Objective:** The purpose of this syllabus is to guide the participant in the requirements, demands, logistics and expectations of this course.

### **Getting Help:**

To receive technical assistance on issues related to WebCT contact:

Academic Instructional Technology Help Desk  
ES 102  
Monday-Thursday 8:00 a.m. - 9:00 p.m. Friday 8:00 a.m. - 5:00 p.m.  
(719) 587-7371  
[ascwebct@adams.edu](mailto:ascwebct@adams.edu)

### **Your Instructor: Professor Richard Vallone**

**E-Mail:** [rvallone@adams.edu](mailto:rvallone@adams.edu)

**Work Phone:** (719) 587-7676

Welcome! I am your instructor, Professor Richard Vallone. Consistent with the marketing and sales concept, it is my pleasure to serve you. Please allow me to explain my background and experience in the sales and sales management area.

I earned my post graduate degrees from University of North Florida in 1995. I joined the academic faculty at University of North Florida as an adjunct professor in 1990 and taught courses in sales, marketing and management. I earned my undergraduate degrees in Accounting, Marketing and Finance from Florida Atlantic University in 1972 and an Associates Degree at Miami Dade South in 1970 I entered the business market in 1972 and began working with one of the big 8 CPA firm where after a few short years I started my own sales and marketing career as director of small business development.

Shortly after my first 5 years with the CPA firm I began working directly with companies in the sales marketing and management arena. I worked for 10 more years working with six fortune 500 companies. While working for the fortune 500 companies I worked as senior vice president of sales and marketing and gained valuable experience in management, marketing and sales. The experience in sales enabled me to excel in my field and educate other sales and management professionals via seminars through out the United States. In 1990 with extensive experience I chose to enter the adjunct professor field in helping students gain more knowledge in management, sales and marketing area including Health Administration. My next assignment was as Vice President of Sales and Marketing for an international company where I developed management sales and marketing programs for the company. I spent the next 3 years in the international sales market and returned to the United States and started my own business in the Health care consulting field. After a few years I was hired by one of my clients and proceeded to develop sales on a national and international front for the Fortune 500 company. I worked for the company for several years in the capacity of Senior Executive Vice President, while teaching as an adjunct professor for different educational institutions. With my national and international

experience I realized that the best move was to move back to my own consulting firm specializing in the business and sales and ended specializing in the Health care field specializing in management, marketing and sales.

As an adjunct professor I taught undergraduate and graduate school for several educational institutions including John Hopkins, Emory University, University of St. Frances, University of North Florida, and University of Florida for the period from 1990 to 2004. During that same period I held seminars in sales and marketing for executives across the country. I found and sold a company called “CFO to Go”, a national consulting firm working with companies as a part time financial officer on a part time basis. This allowed me to continue to apply my management and marketing experience in helping companies who could not afford a full time CFO, (Chief Financial Officer). The companies I consulted for had varied backgrounds from manufacturing to service organizations. I was awarded the honor of Who’s Who among business executives on a national scale in 1995.

I was able to embark my management, sales and marketing experiences to those students attending the Universities I taught. During my educational experience at these Universities I received faculty honor awards at both identified as the first educator who understood the business of marketing, management and the business of Health care.

Before I joined the faculty of Adams State College as Assistant Professor of Marketing in the fall 2006, I was directly involved in the Sales Management as Senior Vice President of Sales and Marketing for national and international company in several service industries. I received Marketing and Sales Management awards for my strategic sales efforts with those companies over the past 20 years. While working full time, I devoted my spare time to helping students by applying my experience to help students gain the practical knowledge of management, marketing, sales and sales management. My years of invaluable experience will help students gain a solid management, marketing, and sales management background in various fields. My PhD as an experienced practitioner / educator has helped me to achieve high honors in various fields. While at Adams State, I will continue to educate students on campus, correspondently and on line, to pass on my experiences in the various business courses in management, marketing, sales, and Health care administration.

My duties expand beyond the School of Business as I is also the Director of the Health Care Administration program at Adams State College.

### **Technical Requirements**

A complete overview of the technical requirements, software for this course and WebCT tutorials is available in the Student Support Module, located in the Course Content tab. Information for receiving technical assistance is also included.

### **How WebCT Functions**

### **How to turn in Written Assignments**

All written assignments, **except discussion assignments**, will be submitted through the assignment link in each module or by clicking assignment and submitting it through the correct link.

Use the following process to prepare and submit assignments:

- Prepare your project using Microsoft Word. Name your assignment with the following convention: last name, first name, project title (ex. lastnamefirstnamemini1.rtf) **You will have to choose the .rtf file type from the drop down menu in your save window. (Under the name of the document.)**
- Click on the assignment link in the Learning Modules overview area or on the assignment in the Assignment tab.
  - At the top of the page, you will see the assignment instructions and any attached instructions.
  - Under Submissions is the text box that you will paste your assignment in if instructed to, otherwise you will attach your completed assignment by clicking "Add Attachments".
  - Under Comments is where you can make a comment about your assignment to the instructor.
  - Click submit.

When assignments are received, I will open them in Microsoft Word for grading. I will make comments, ask questions, etc. I will then return your assignment through the Student Gradebook area. Choose the Graded tab. You must click on the assignment to view my comments. **Be advised that your papers are subject to plagiarism detection programs.**

### **How to send E-mails**

All electronic mail communication related to this course will utilize the Mail tab. To communicate by E-mail within the course with other participants or all participants, click the Mail tab link on the left. Click Create Message to send a message. You are able to send messages to All Users or Select Users in the course, including the instructor. Be sure to only check the recipients that you want to receive the E-mail.

**Do not submit assignments through the Mail tab.** Submit them through the Assignments tab, Assessment tab or Discussions tab, as directed. You will receive quick responses to any E-mail you send during my office hours. Generally speaking, I check my E-mail inbox several times a day during the workweek, less frequently on the weekend, and rarely after 10:00 p.m. any day. If my schedule will make me unavailable to answer E-mails for a day or two, I will send an announcement out so that you can plan accordingly. One caveat: technical problems in the E-mail systems may slow down responses!!

### **How to post in the Discussions**

The Discussions feature in WebCT is an online discussion forum in which students and faculty can communicate asynchronously (anytime) via message postings. We will use this tool

frequently. When you click the Discussions tab located on the left or in the Learning Modules, a listing of subject categories, called forums, will appear in a table format.

All threads (topics) pertinent to a category will appear as links under that subject's forum. The instructor has control of what general subject categories are available for discussion in the course. At the instructor's discretion, students may or may not have the option of starting a new thread under the general subject categories and may or may not be able to edit their comments after they have been posted.

Students can (and will be required to) respond to threads in the course discussion. To respond to a thread:

- Click the Discussions tab located in the left-hand navigation bar or click on the Discussion Assignment link in the Learning Module.
- Click on a topic link to open it and view the contents within.
- Click "Create a Message" to post your initial comments or click "Reply" to respond to any existing posts.
- Be sure to click submit to add your posting.

Your response will now appear in the table, along with your name as author and date/time of posting.

Check the Discussions often. Since the discussion is asynchronous, other responses will be submitted after your post. Be sure to check the Discussions area each time you log into the course, to view any added material.

**I would suggest you check the Discussions a minimum of 3 times a week.**

While I will not respond to each and every posting, I will read each posting and will respond when appropriate.

## **Course Description**

**Business 315 – Sales and Sales Management:** This course is designed to introduce students to management techniques as they relate specifically to the marketing and sales areas. Topics covered include: the selling process, compensation systems, motivation and leadership, times and territory management, sales forecasting, quotas, and evaluating the sales force.

**This course will help students in the following areas:**

**Relationship Theme:** In spite of the growth of the Internet, face-to-face meetings and personal relationships between sellers and buyers are more important than ever. The idea and importance of relationship marketing is highlighted throughout the text, emphasizing how crucial relationships are to a firm's profitability and success. The use of technology to support face-to-face relationships is used to underscore its importance in selling.

**Selling Scenarios and Updated Building Partnership Scenarios:** Featured in each chapter, the

Selling Scenarios were written specifically for the text and reinforce the concepts and present applications of selling principles. Also featured in each chapter is a Building Partnerships Scenario that emphasizes and examines how salespeople build relationships. Both features highlight these skills which are crucial tools for a salesperson. Some of these are written from the buyer's perspective.

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**Lead Qualification and Management Systems:** This coverage of lead qualification and management systems includes pre-qualifications systems and gives the students a glimpse into how salespeople qualify and manage leads in their territories. Companies now have more information available to them due to better systems and modeling. This information is being used and collected by sales organizations in the form of CRM, therefore contact management software has been more fully integrated throughout the chapters.

**Cross-Cultural Coverage:** Current and continued emphasis on selling examples from Canada, Mexico, and all around the globe serve to reflect the reality of the global nature of selling and cultural differences within a culture.

**Coverage of Training Formats:** Discussion about various training formats, including FAB (features, advantages, and benefits), SPIN Selling, Social Style Matrix training, and FEBA (features, evidence, benefits, agreement). A majority of sales representatives will go through training programs and the text offers them early exposure to prepare them for such programs.

**Discussion Questions:** These questions are listed the end of each chapter and you will be assigned specific question for your weekly assignment.

**Chapter opening Vignettes:** Each chapter opens with a description of a former student who is now succeeded in the world of sales. This feature gives current students a realistic sense of what it is like to be a sales person today. They are all first person now so the reps are telling their own story. They know what it is like to be in the classroom and they are using what they learned in the real world.

### **Course Prerequisites**

BUS 304-Principles of Marketing or by permission of instructor.

### **Completion Time**

You should expect to spend as much time on an online course as you do in a face-to-face course. As a rough guide, you should plan to spend six to ten hours per week on this course. The actual

amount of time will vary from individual to individual. This estimate includes the time you spend in reading, discussions, and assignments.

You will have access to all course materials from the start of the course to the end. You may look and study ahead, or go back and review, at any time during the course. All assignments, including discussion boards, have set due dates. Due dates are as of 10:00 p.m. MDT/MST on that date. Discussion boards will terminate on the day following the assignment due date as shown in the Learning Modules area.

### **Textbook**

To order textbooks or obtain information about book titles you may go to [www.exstudies.adams.edu](http://www.exstudies.adams.edu) and click on the “ASC Bookstore” icon.

Use **Section Number: 1006** to order books from Bookstore site.

Weitz, B., Castleberry, S. , & Tanner, J. (2005). *Selling: Building Partnerships*. New York, NY: McGraw-Hill. # ISBN-10: 0073136905. # ISBN-13: 978-0073136905

**Course Content** (We will cover more than one module a week so be sure to check the module for the due dates)

Module 01: Selling and Salespeople

Module 02: Building Partnering Relationships

Module 03: Ethical and Legal Issues in Selling

Module 04: Buying Behavior and the Buying Process

Module 05: Using Communication Principles to Build Relationships

Module 06: Adaptive Selling for Relationship Building

Module 07: Prospecting

Module 08: Planning the Sales Call

Module 09: Making the Sales Call

Module 10: Strengthening the Presentation

Module 11: Responding to Objections

Module 12: Obtaining Commitment

Module 13: Formal Negotiating

Module 14: After the Sale: Building Long-Term Partnerships

Module 15: Managing Your Time and Territory

Module 16: Managing within your Company

### **Grades and Grading**

**PowerPoint Assignments:** You will prepare 2 PowerPoint Presentations. One 15-slide presentation will be for Sections 1 and 2 of the textbook and must include two journal articles that relate to those sections of the book. The second PowerPoint presentation will require exactly the same except it will cover Sections 3 and 4 of the textbook. You will need to upload those 2 PPT files into the Assignments areas by the due date listed in the WebCT Assignment area. The 2 PowerPoints will be worth 200 points towards your final grade. They will need to be no less than 15 slides and will be graded on your knowledge, your relatively to the sections of the book, your actual PowerPoint slides and your creativeness, ( ie. Utilizing a video in your presentation would greatly increase your chances of making a good grade).

**Chapter Quizzes and Final Exam:** There are 16 Chapter Quizzes one for each chapter, (1 through 16). The quizzes equal 20 points each for a total of 320 points. There is a Final Exam worth 280 points

**Assignments:** There are 10 Discussion Questions for the course and they a variety of topics from the 16 modules of the Selling Building Partnerships textbook. The Discussion Questions should be answered in a minimum of 300 words each.

<b>Grading is as follows:</b>	
16 Quizzes x 20 points each	320 Points
10 Discussion Questions x 20 points each	200 Points
2 PowerPoint Assignment x 100 points each	200 Points
1 Final Exam	280 Points
<b>Total</b>	<b>1000 Points</b>

### **Grading Scale:**

- A - 90% to 100%
- B - 80% to 89%
- C - 70% to 79%
- D - 60% to 69%
- F - less than 59%