

AGB 202
Introduction to Sales
Spring Quarter 2017

INSTRUCTOR

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OFFICE HOURS

12-2 Monday
12-2 Wednesday

CLASS HOURS

MW (2:10-4)

CLASS LOCATION

26-106

CLASS WEBSITE PolyLearn

TEXTBOOK (Required)

Proselling: A Professional Approach to Selling in Agriculture and Other Industries, W. Scott Downey et al., 1st edition (3rd Printing)

COURSE DESCRIPTION

This course provides students with the skills needed to successfully plan and conduct sales calls, as well as build long-term buyer/seller relationships. The communication skills discussed in this course will have applications to many personal and professional endeavors beyond professional sales as well.

The student will learn from a variety of formats. In-class exercises, homework exercises, quizzes, and exams will be used to help the student learn the professional sales concepts. The student will then apply these concepts to real world scenarios in two ways.

The student will ride with and observe a professional salesperson for one day on his/her sales calls and then submit a report explaining the day's activities and critiquing their sales representative based upon the concepts taught in this course. This component of the course is called, "**Shadow a Sales Representative** or **SWAS**".

Near the end of the semester, the student will conduct a mock sales call. This component of the course is called **Ready Set Sell (RSS)**. This sales call will be presented in front of the class to another student who acts as a prospective buyer of the student's product. These two learning components will be discussed in more detail later in this document.

Course objectives include:

1. Define and describe the sales process.
2. Recognize and employ different communication techniques used in the sales process.
3. Differentiate the unique aspects of selling throughout the supply chain.
4. Define the steps of a sales call.
5. Demonstrate competency in conducting a sales call.

All students are expected to participate in class discussions and be prepared to engage in discussions of real-world questions.

IMPORTANT CLASS DATES

4/19: Submit SWAS salesperson information and Elevator Pitch

5/8: Big Interview paper due

5/8: Midterm

5/24: RSS Outline in-class

6/5: SWAS paper due

COMMUNICATION

PolyLearn will be the main portal for *electronic* communication outside of class. I have created two separate forums I will be monitoring daily: one for questions about class topics and the other for administrative queries. Unless you have a personal question you should be using the forum to ask questions, and I encourage other students to respond and participate as well.

GRADING

Grading will consist of

- RSS Project
- SWAS Project
- Weekly online quizzes
- An interview skills assignment and an elevator pitch assignment
- One in-class midterm exam
- Participation

Polylearn Quizzes: These weekly quizzes will help to ensure you are keeping up with the material by identifying any potential problems early on. Material covered includes previous lectures, presentations, handouts and assigned reading material. As these quizzes are online they are considered open-book, but you are still expected to work solely on your own. Quizzes will become available Wednesday at 8pm and close Sunday at 11:59 pm. Note: The exact end date of a quiz can be found on the quiz link on PolyLearn.

Elevator Pitch: In this role-play you will record yourself making an elevator pitch to a potential employer. More information on this assignment is available in PolyLearn.

Big Interview: In order to hone your presentation skills all students must complete several modules on *Big Interview*, which is an interactive program offered through Cal Poly's Career Services. More information on this assignment will be posted on PolyLearn.

Shadow a Sales Representative (SWAS): The SWAS project requires students to spend a day in the field with a sales representative. Each student selects a company at the beginning of the semester and makes all arrangements for the visit. The arrangements should be confirmed by an e-mail. The project enables students to (a) learn more about what a salesperson does during a typical day, (b) learn how the concepts and techniques studied in class are applied by professionals in the field, and (c) learn how to handle themselves as professionals in a business environment. By allowing our students to observe their work, the sales representatives provide an invaluable nurturing experience for the student. Grades for the project are based on a written report. (You will not receive credit for ride-alongs with relatives who are sales reps.)

There are 100 possible points in the SWAS component of this course. The breakdown of those points are:

SWAS Assignment	Points
SWAS Assignment 1: Salesperson Choice	15
SWAS Assignment 2: Written Project	85
Total SWAS Points	100

Ready Set Sell: In this project, each student develops a sales presentation for an existing product, that is food or Agribusiness related, of his or her choice. The student is responsible for collecting all technical information about the product, manufacturer, and all information concerning competitive brands. Weekly assignments ensure that the student systematically gathers the relevant information. During the presentation, the student plays the role of a sales representative and attempts to sell the product to a customer. The role of the customer is played by another student. Grades are based on timely completion of assignments, evaluation by the class and a written report. There are 100 total points possible for the RSS component of this course:

RSS Assignment	Points
RSS Assignment 1: Product/Service Choice	10
RSS Assignment 2: Prospect Profile Worksheet	10
RSS Assignment 3: Objectives, Strategies, Opening and Probing	9
RSS Assignment 4: Features and Benefits, Selling Points, and Handling Objections for Both Your Product Features and Benefits for Three Competing Products	14
RSS Assignment 5: Closing	9
RSS Assignment 6: RSS Presentation Outline	5
RSS Presentation	43
Total RSS Points	100

Participation: This grade will be a combination of attendance, in-class exercises and **Socrative** quizzes. These points cannot be made up. **Socrative** is a classroom app that allows for real-time assessment. Short quizzes will ensure that you understand the readings and are keeping up. In order to participate you must access **socrative.com** through your smartphone or computer and enter “**AGB202**”, which is the room number.

The relative weights for each assignment are:

Type of Assignment	Weight
Polylearn Quizzes	8%
Elevator Speech	10%
Midterm	20%
Final Quiz	10%
SWAS	18%
Interview Assignment	10%
RSS	20%
Participation	4%
Total	100%

The grading scale used for this course is:

A	93.0 – 100	C+	76.7 – 79.9
A-	90.0 – 92.9	C	73.3 – 76.6
B+	86.7 – 89.9	C-	70.0 – 73.2
B	83.3 – 86.6	D+	66.7 – 69.9
B-	80.0 – 83.2	D	60.0 – 66.6

Homework and Exam Policy

All hard-copy assignments are due at THE BEGINNING of class on the due date. **All electronic homework must be uploaded to Polylearn by the due date and time.** NO late homework will be accepted or graded without a verifiable excuse that is approved by me (family death, etc). I will not give makeup exams for any non-approved excuse.

All homework must be your own work. While I fully expect students to work together in discussing problems, answers should not be copied between students.

If you believe there is an error with your grade this must be brought to my attention within one week of the grade being uploaded (for electronic assignments) or the assignment being returned (hard-copy assignments). I will only discuss grade changes during office hours (or a previously made appointment). You should bring a written explanation of why you believe your grade should be changed. Otherwise no alterations will be made. Also, if you submit any work for reconsideration, I will re-grade the whole assignment. Thus, your score may not necessarily increase and could actually end up dropping.

COURSE OUTLINE (subject to change)

At the end of each class, I will communicate the assignments for the next session. If you are not here, it is your responsibility to know what is due in the next class session.

Week Day	Topics	Reading Assignments	
(1) M (4/3) W (4/5)	Introduction to Selling	Ch. 1	Quiz #1
(2) M (4/10) W (4/12)	Strategy and Planning	Ch. 3	Quiz #2 RSS: Product Choice Memo
(3) M (4/17) W (4/19)	Prospecting	Ch. 4	Quiz #3 SWAS: Salesperson Info; Elevator Pitch
(4) M (4/24) W (4/26)	Opening the Call	Ch. 6	Quiz #4 RSS: Buyer Memo
(5) M (5/1) W (5/3)	Probing	Ch. 7	Quiz #5 RSS: Opening and Probing Memo
(6) M (5/8) W (5/10)	Midterm Communicating Value	Ch. 8	<i>Video Interview Paper Due</i>
(7) T (5/15) W (5/17)	Overcoming Objections	Ch. 9	Quiz #6 RSS: Communicating Value
(8) M (5/22) W (5/24)	Closing	Ch. 10	Quiz #7 RSS Closing; RSS Outline in-class
(9) M (5/29) W (5/31)	No Class: Memorial Day Follow-up	Ch. 11	Quiz #8 Final Presentations
(10) M (6/5) W (6/7)			Final Presentations; SWAS Paper Due Final Quiz Final Presentations

Final Presentations: June 12, 1:10-4