

AGB 309
Advanced Sales
Winter Quarter 2018

INSTRUCTOR

Cristina Connolly
Bldg. 22, Room 301
E-mail: crconnol@calpoly.edu

OFFICE HOURS

By appointment

CLASS WEBSITE PolyLearn

COURSE DESCRIPTION

This course provides students with the skills needed to successfully develop a productive sales program, including prospecting and building long-term buyer/seller relationships. We will expand beyond basic sales to incorporate in-depth modules on prospecting, sales style, pipelining and product planning. The focus will be on international sales and the Australian-U.S. relationship.

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

LEARNING OUTCOMES:

By the end of the course you should be able to:

- 1) Synthesize and assess potential sales prospects and generate a plan of action
- 2) Compare and contrast different types of selling, including: Relationship, Consultative, Cold-Calling, Inside vs. Outside and Third Party
- 3) Model and construct different sales pipeline structures
- 4) Analyze the implications for forecasting as it relates to product planning coming about as a result of the sales and pipelining process.

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

COMMUNICATION

PolyLearn will be the main portal for *electronic* communication outside of class. All assigned readings will be posted on PolyLearn, and you are expected to be checking this page on a daily basis. I will be posting announcements on the main forum, which you will also receive in e-mail form. The best way to contact me is through e-mail, and I usually reply within 24 hours on weekdays.

GRADING

Grading will consist of

- Quizzes/Participation
- In-Class Presentation
- Homework Assignments
- Final Project
- Final Exam

Quizzes: These in-class quizzes will be used to assess your understanding of the reading. You may use any *handwritten* notes you have taken.

Participation: Throughout the quarter you will be asked to use PolyLean forums to write short responses to reading prompts.

In-Class Presentation: The class period before the visit for your assigned winery you will present on the wine-growing region and wineries. You will be in the same 8 groups as the final project.

Final Group Project: The final project of this course will consist of a sales profile and strategic plan for new sales for one of the visited firms. 8 groups of 4 students will be responsible for gathering information on the winery's business and sales profile both *in person* and *externally*. Groups will then give a 10-minute presentation of the current profile and a plan for generating new sales.

The relative weights for each assignment are:

Grading Weights	
<i>Quizzes/Participation</i>	15%
<i>In-Class Presentation</i>	15%
<i>Homework Assignment</i>	20%
<i>Final Project</i>	25%
<i>Final Exam</i>	25%

The grading scale used for this course is:

A	93.0 – 100	C+	77.0 – 79.9
A-	90.0 – 92.9	C	73.0 – 76.9
B+	87.0 – 89.9	C-	70.0 – 72.9
B	83.0 – 86.9	D+	67.0 – 69.9
B-	80.0 – 82.9	D	60.0 – 69.9

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, *before the assignment due date*. 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 (or groups).

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).

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	Assignments
(1) F (1/5)	Course Overview and Introduction	
(2) M (1/8)	The Sales Profession	
W (1/10)	Wine Sales	
(3) T (1/16)	International Wine Sales	McLaren Presentation
Th (1/18)	<i>McLaren Vale Wine Region</i>	
(4) T (1/23)	Types of Sales	HW #1 Due; Barossa Valley Presentation
Th (1/25)	<i>Barossa Valley Wine Region</i>	
(5) T (1/30)	Pipeline Building and CRM	Adelaide Hills Presentation
Th (2/1)	<i>Adelaide Hills Wine Region</i>	
(6) T (2/6)	Behavioral Theory	HW #2 Due
Th (2/8)	Review	
F (2/9)	<i>Brewery Tour</i>	
(7) M (2/12)	Forecasting	Slides and Sales Plan Due
W (2/14)	Presentations	
Final Exam : Friday 2/16, 9-11		