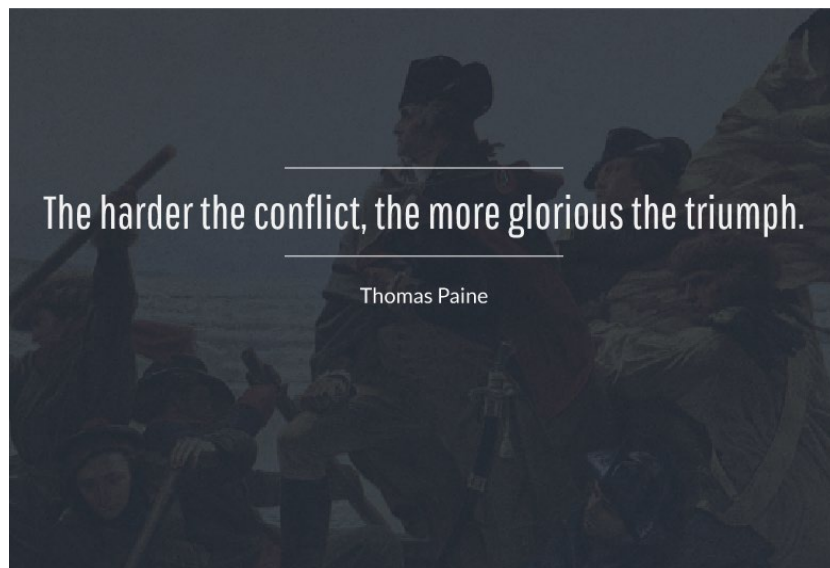

MKTG 4570.001

Professional Selling Analytics

Fall 2019
Tu/Th 11:00 a.m. – 12:20 p.m.
BLB 065

Instructor: Joy Houser
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Office: BLB 319F
Office Hours: Monday 1:00-3:00 PM
or Tuesday 2:00-4:00 PM (or by
appointment)



Introduction

This class, as part of the UNT B2B Professional Selling Program, offers you the student a unique set of opportunities. Each of you has made an academic/career decision to become part of the B2B Professional Selling Program at UNT – either as a major or minor area of study. Presumably, you have done this because you see yourself in a professional selling-related career after graduating with your bachelor's degree from UNT.

As you know, two of the goals of the B2B Professional Selling Program at UNT are (1) to secure an appropriate professional selling internship for each student in the Program and (2) to ensure that each student in the Program receives one or more quality professional selling job offers prior to graduation.

What this means is that we, your Professional Selling Program faculty, must strongly endorse your candidacy for both internship and employment opportunities. **We can't do this alone.** It is up to each student to demonstrate the motivation, diligence, and learned skills throughout your time with us so that we can recommend you as a very high quality applicant to potential employer firms.

How can you, the student, do this? The same way you would in a professional employment situation.

1. Arrive to each class meeting on time and prepared for that day's scheduled activities, just as you would in a career employment situation.
2. Take an active, participatory role in class-related activities and discussions - demonstrating motivation and dedication to the Program.
3. Conduct yourself in a professional manner and stay focused, without distraction, on the particular objectives and activities of the course during each class meeting and/or class related assignment.
4. Allocate sufficient preparation time outside of class in order to perform at your best level on all exams, assignments, and activities. This does not mean you have to be a perfect student. It does mean, however, that we must believe you are trying your best to realize your full potential.

These actions are the same criteria that future employers will use to evaluate you for retention, compensation, and promotion considerations. ***So think of your Professional Selling Faculty as your Sales Managers and impress us on a regular basis so that we can recommend you highly for that next promotion into a quality career position.***

Textbook and Other Materials

Materials used in this course are drawn from a variety of sources including materials focusing on 'best' professional selling practices, popular sales forecasting procedures, prospecting techniques, incentive based compensation plans, and other relevant topics.

Additionally, all materials covered in MKTG 4670 Advanced Professional Selling, including the ***Customer Centered Selling*** book, in the previous full semester will apply to successfully completing this course.

Course materials will be made available to students via the course Canvas web site. Since this course is continually updated, the Canvas web site will be under continual development and modification throughout the semester. Please be patient and diligent in regularly checking Canvas for updates.

Course Format

The primary topics for the course are found on the final page of this syllabus. This format is subject to change, sometimes frequent change, in order to respond to emerging circumstances and opportunities throughout the semester. Any changes will be announced, in advance, in class, sent via broadcast email, or posted as a message on the course Canvas web site. It is each student's responsibility to become aware of such modifications.

There may or may not be two written objective exams (combination of true/false and multiple choice questions). The questions for these exams will come from the materials covered in class and/or posted on the course Canvas web site. Also, materials presented by industry guest speakers may be included on the exams.

In addition to the written exams, there will be a series of assignments (written and/or oral) throughout the semester. The details of these assignments will be determined as the semester progresses.

Class Communications

Canvas supports the class administratively as well as delivers some course content including:

- Syllabus
- Announcements and email
- Lecture slides
- Online assessments
- Interview sign-ups
- Grade postings

You should check Canvas on a daily basis. This course makes frequent use of the Announcement tool in Canvas to disseminate critical information to the class. In this way, you are cognizant of current information and assignments.

You may contact me at any time via email, but remember to treat all email communications as **professional correspondence**. Please note these guidelines:

- Include a subject line that clearly indicates the reason for your email.
- Use an appropriate salutation for the recipient, e.g. "Dear Professor Houser or Ms. Houser".
- Make the tone of your email professional. Ask yourself how you would interpret the tone and content of the email had you received it from someone else.
- Avoid slang and do not use email or text abbreviations. Remember that good grammar, spelling and punctuation can make the difference between comprehension and confusion. Carefully proof your email before hitting the 'send' button.

To speak with me directly, the best method is to visit me during my office hours posted above, or suggest an appointment time via email.

Policies

Electronic Devices Policy

In the great majority of group business environments, the use of electronic devices is not considered acceptable behavior. This is especially true when you are participating in an important meeting or in front of an important customer. The only exception is if you are using an electronic device as an aid in demonstrating a product or service you are promoting. In all other cases, the use of paper and pen is the most acceptable method of taking notes on the topics being discussed.

Therefore, in this class the use of all forms of electronic devices is prohibited. Further, these devices should not be easily visible or accessible. This includes laptops, notepads, cell phones, MP3 players, earphones, cameras, etc. Any student observed using an electronic device for any reason whatsoever in this class will receive a penalty of 50 points subtracted from that student's total point accumulation for the semester. The reduction of 50 points will apply to each observed occurrence and will be cumulative.

If you receive an emergency message that you must respond to, then please get up and leave the classroom before using your cell phone or other electronic device. In addition, it is expected that these departures will be short in duration (5 minutes or less) and occur a minimal number of times during the semester.

Course Components

There are several components described below that make up your total grade. There may be participation opportunities throughout the semester that will carry credit points toward each student's final semester grade.

Sales Simulation Role Plays

There will be at least three graded sales simulation role plays during the semester, possibly more. The details of these role plays will be determined as the semester progresses.

Note: These role plays will be substantially more complex and more demanding than the role plays required in both MKTG 3010 and MKTG 4670. Also, students must do the very best job they can on each role play and role play related assignment. Students will not be given the opportunity to 're-do' any role play or role play related assignment.

Participation

During the semester, there may be participation opportunities and assignments used to provide additional learning and to evaluate your course comprehension. The timing of these participation opportunities is at the instructor's discretion with the details disclosed solely during class time. This component of providing opportunities for additional development and rewards is consistent with the professional business environment where career advancement is impacted by employee discipline, dependability, and an eagerness to learn. **Only those students in class at the time of the activity** are eligible for this participation grade.

Exams

As previously stated, there **may or may not** be two written objective exams in this class. Each exam will be in objective format (combination true/false and multiple choice questions). Materials covered in earlier exams may carry forward to later exams as applicable. This is because much of this course builds on the material covered throughout the semester -- start to finish.

The University has very clear schedules and policies regarding final exams. These schedules and policies are published at the beginning of each academic semester. Professors are expected to adhere to these posted policies. Because of this, the administration of the final exam in this class will be according to the University's scheduled day and time. Exceptions only will be made in **extraordinary situations** (personal travel arrangements do not fall within the *extraordinary situation* category).

Salesforce Trailhead

There will be at least three Trailhead modules on Salesforce that are required during the semester. The details of these Trailhead modules will be presented after the first role play. The required modules will complement your learning on Customer Relationship Management systems and increase your familiarization with Salesforce. The modules alone cannot ensure that students are experienced users. Experience with CRM programs will take place during the student's internship.

Note: These modules are to be completed outside of class and require 2-3 hours of additional self-paced learning.

Attendance and On-time Arrival

Regular class attendance is a requirement of this course. This is consistent with industry expectations. Each student will be permitted **two non-penalty absences**. Beginning with the third absence, a penalty reduction of 50 points will accrue for each subsequent absence (e.g., absence #3 = -50, absence #4 = an additional -50, etc.).

Regular on-time arrival to each class meeting is a requirement of this course. This also is consistent with career expectations. Therefore, similar to attendance, each student will be permitted **two non-penalty late arrivals**. Beginning with the third late arrival, a penalty reduction of 25 points will accrue for each subsequent late arrival. There is an axiom among professional organizations as follows, "If you arrive on time you are late, if you arrive 10 minutes early you are on-time." Keeping within this axiom, there will be a zero tolerance range for late arrivals.

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at <https://policy.unt.edu/policy/07-012>

Academic Integrity Notice

Students should conduct themselves in a manner consistent with the University's status as an institution of higher education. As a student-focused public research university, the University of North Texas promotes the integrity of the learning process by establishing and enforcing academic standards. Academic dishonesty breaches the mutual trust necessary in an academic environment and undermines all scholarship. **Academic dishonesty includes cheating and plagiarism.** For more information on academic dishonesty and academic integrity, please see the following link: <https://policy.unt.edu/policy/06-003>.

Student Perception of Teaching

Student Perception of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey is available to you at the end of the semester, providing you a chance to comment on how this class is taught. Feedback from students helps to improve this course. I consider SPOT to be an important part of your participation in this class.

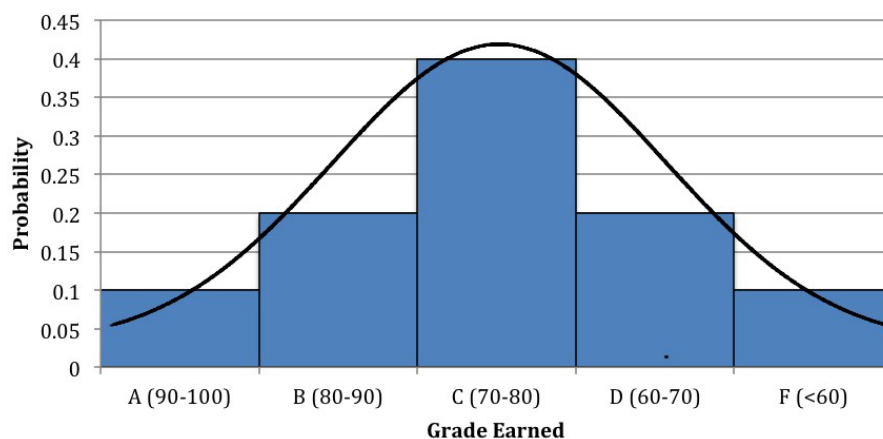
Grading

Grading Scale

900-1,000 points	A
800-899 points	B
700-799 points	C
600-699 points	D

To provide additional flexibility, final course grades will be rounded up at the XX5 breakpoint. So, for example, if a student's final cumulative total points equal 795 that student's course grade will be rounded up to = "B". However, if a student's final cumulative total points equal between 695 - 794, for example, that student's course grade will = "C". No exceptions to this rule are considered.

When needed, final semester grades MAY BE curved to achieve a standard bell-shaped grade distribution of, for example, 10% As, 20% Bs, 40% Cs, 20% Ds, and 10% Fs. This potential curve will be based only on the scores of all students actively participating in all aspects of the course. Grades will not be curved throughout the semester for each Exam and for each Assignment. Note: when a final semester grade curve is used the customary grading schema of 900 – 1000 Excellent, 800 -890 Good, etc. - as shown above - will not apply to student semester grades.



Requests for Special Consideration

When any student requests special consideration for missing an exam, missing an assignment due date, or any other reason, **written documentation, fully acceptable to the Professor, must be provided in support of such a special request.** This will be required of all students. Without such documentation, the request will be denied. Providing special consideration to a student without such documentation discriminates to the favor of the requesting student and to the detriment of all other students who took the exam at the scheduled time or turned in the assignment on the due date/time.

Final Grade Appeals, Changes, and Awarding and Removal of an 'Incomplete'

This Instructor strictly follows the guidelines set forth in the current Undergraduate Catalog for grade appeals, changes, and the awarding and removal of an 'Incomplete'.

Americans with Disabilities Act

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the ODA website at disability.unt.edu.

Emergency Notification and Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials. Note the following **Emergency Evacuation Procedures** for the BLB:

Severe Weather - In the event of severe weather, all building occupants should immediately seek shelter in the designated shelter-in-place area in the building. If unable to safely move to the designated shelter-in-place area, seek shelter in a windowless interior room or hallway on the lowest floor of the building. All building occupants should take shelter in rooms 055, 077, 090, and the restrooms on the basement level. In rooms 170, 155, and the restrooms on the first floor.

- **Bomb Threat/Fire** - In the event of a bomb threat or fire in the building, all building occupants should immediately evacuate the building using the nearest exit. Once outside, proceed to the designated assembly area. If unable to safely move to the designated assembly area, contact one or more members of your department or unit to let them know you are safe and inform them of your whereabouts. Persons with mobility impairments who are unable to safely exit the building should move to a designated area of refuge and await assistance from emergency responders. All building occupants should immediately evacuate the building and proceed to the south side of Crumley Hall in the grassy area, west of parking lot 24.

Order of Topics, Exams, and Projects for the Semester *(Subject to Revision)*

CONTINUATION FROM ADVANCED PROFESSIONAL SELLING

CHAPTER	CUSTOMER CENTERED SELLING	PAGES
19	The Objection Handling Tactic	268-301
15	The Solution Stage	194-214
16	The Close Stage	214-236
	ROLE PLAY #4 – C.H. Robinson Solution and Close	

MATERIAL SPECIFIC TO PROFESSIONAL SELLING ANALYTICS

ROLE PLAYS - New Scenario Role Play – Students Assigned Full Responsibilities
Accomplished through two new role play simulations #1 and #2
<i>Complete Preparation for All Stages of Customer Centered Selling</i>
<i>Analyzing the Scenario</i>
<i>Creating the Value Proposition and Strategy</i>
<i>Implementing the Strategy, Handling Objections, Closing the Sale</i>
SALESFORCE COMPENSATION PLANS
Understanding the Formulas
Managing Multi-Level Quotas
<i>Volume versus Margin</i>
<i>Product/Service Categories</i>
<i>Customer Satisfaction</i>
Meeting and Exceeding Quotas
FORECASTING DEMAND AND REVENUE
Moving Averages
Exponential Smoothing
Multivariate Regression
Correlation and Trends
<i>Additional topics may be introduced as time permits.</i>