**BUS 445 – SALES MANAGEMENT**

**Fall 2023**

**INSTRUCTOR INFORMATION**

**NAME:** Russ Fletcher, MBA

**EMAIL:** [**russ.fletcher@reinhardt.edu**](mailto:russ.fletcher@reinhardt.edu)(preferred)

**OFFICE PHONE:** 770-720-5591

**OFFICE LOCATION:** Lawson, Room 202-A

**OFFICE HOURS**: My typical office hours are Monday & Wednesday from 8:30-9, 11-12, 1:15-2 and Fridays from 8:30-9 and 11-12. If you would like to meet with me, please email me to schedule a time. I may have other meetings scheduled during my regular office hours so please schedule time in advance. I will also accommodate other times as my schedule permits.

**COURSE DESCRIPTION**

This course covers the development of concepts in salesmanship, sales management, personal selling, and major promotional variables in the firm’s marketing strategy, along with trends and developments in sales management. Prerequisites: BUS 301 (or 307), and BUS 302.

**REINHARDT SECTION/NAMING CONVENTION**: BUS 445 010 MC

**COURSE CREDIT HOURS**: Three (3) Semester Credit Hours

**COURSE SCHEDULE/LOCATION**:

* Days: Mondays, Wednesdays & Fridays
* Time: 9:00am to 9:50am (EST)
* Location: Lawson Academic Center, 207

**Dates:** 8/14/2023 - 12/3/2023

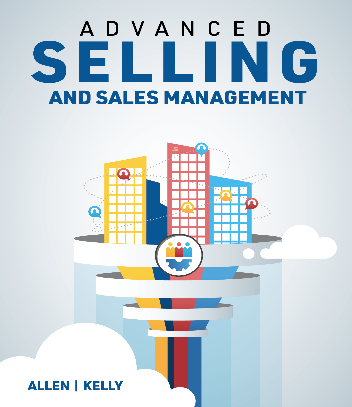
**COURSE OVERVIEW**

The purpose of this class is to teach you advanced professional selling skills and prepare you for a career in managing sales teams. While the course is designed for students with some basic sales knowledge, it is okay if you don’t have experience as the course will still provide you with foundational sales knowledge.

This class is as much a professional training program as it is a traditional college class. For example, the courseware concentrates on helping you develop selling skills (not just knowledge), and much of class time will be spent discussing and actively applying the skills. Selling is much more than just being a good people-person, and this course will teach you how to develop the abilities you need to be both a good seller and a good manager of sales teams.

**TEXTBOOK & SIMULATION**

This course uses (1) a digital courseware called “Advanced Selling and Sales Management” by Allen and Kelly, and (2) the Mimic Advanced Professional Selling simulation. Both the courseware and simulation will be accessed on the Stukent Platform through Canvas. You will enroll in the Stukent Platform using the link in Canvas.



**COURSE STUDENT LEARNING OUTCOMES**

1. How to manage the sales process and move customers through the sales pipeline
2. How to strategically manage customers through customer analytics
3. The different strategies for landing large, medium, and small accounts
4. The leading sales methodologies, such as Challenger Sales and SPIN Selling
5. How to sell using virtual platforms (e.g., Zoom)
6. How to utilize prospecting strategies, such as video email and social selling
7. How to manage a sales team through compensation, coaching, training, and sales meetings
8. How to develop strategies for selling internationally

**MCCAMISH SCHOOL OF BUSINESS LEARNING OUTCOMES**

*MSOB1. Critical thinking, analytical, and problem-solving skills*. Analyze business situations using information and logic to make recommendations for problem-solving.

*MSOB2: Interpersonal, teamwork, leadership, and communication skills.*  Use team building and collaborative behaviors in the accomplishment of group tasks and communicate effectively program alternatives.

*MSOB3: Ethical issues and responsibilities.* Recognize and analyze ethical dilemmas and propose resolutions for practical business situations.

*MSOB4: Business skills and knowledge.* Apply best practices, and establish theories and managerial skills to business situations and problems.

*MSOB5:* *Awareness of global and multicultural issues.* Demonstrate awareness of and ability to analyze global and multicultural issues as they relate to business.

**SPECIFIC COURSE REQUIREMENTS/ASSIGNMENTS**

Successful knowledge of the material presented in this course will be evaluated by the instructor based on the effort, participation, attendance, application, and satisfactory completion/submission of all coursework by each individual student. Learners are required to complete all activities/assigned during the course in the manner prescribed.

**READING ASSIGNMENTS**

Educational research shows that if you read the material before class, you can perform better in class and gain a more solid understanding of the material. Learners are required to read thoroughly all textbook and other course materials posted by the instructor for each unit/week **PRIOR TO** attending class and be prepared to actively participate in class.

**CHAPTER QUIZZES & SALESPERSON INTERVIEW ASSIGNMENTS**

Students are required to complete and submit Chapter Quizzes and Assignments. There will be 12 Chapter Multiple Choice Quizzes and 12 Sales Person Interview assignments that will be completed at the conclusion of each chapter. These must be completed and submitted by the assigned due date/deadline as specified in Canvas, or, as outlined during class.

Perhaps the best way to learn how to be a good salesperson is to learn from the example of a good salesperson. For this project, you will meet with a salesperson who works in a B2B industry and interview them over the course of the semester. The assignments list for each chapter contains interview questions that correspond with the content of that chapter. You will ask these questions and submit your answers. At the end of the semester, you will give a presentation based on general themes that emerged from your interviews and based on the lessons you found most insightful, or by the courseware chapter/interview questions.

No late work will be accepted for any reason beyond the final dates/times specified for assignments.

**PROFESSIONAL SELLING SIMULATION & REFLECTIONS PAPER**

The Mimic Professional Selling simulation is designed to give students a taste of what it is like to have a career in professional sales. In the simulation, students begin a fictitious career as a salesperson and must perform the basic job functions of a new seller. The simulation and courseware go hand-in-hand; each round of the simulation will provide an opportunity to apply something you learned in the courseware chapter(s).

At the end of the semester, you will complete a Reflections Paper in which you explain how you will apply the things you have learned to your future career.

**MID-TERM & FINAL EXAMINATION**

The mid-term and final exams will integrate concepts from the textbook, class lectures, and assignments. The exams will be true/false and multiple choice and will be challenging, but students who attend class, complete assignments, and participate in class projects to apply course principles will be well prepared.

Students must be present on the day of the exam. Students are required to complete a Mid-Term Exam on Monday, October 2nd during normal class time. Students are required to complete and submit a Final Exam on Wednesday, November 29th, @ 11:15 am. No late work will be accepted for any reason.

**ASSIGNMENT GRADING SCALE**

The following grading scale will be utilized in the determination of the student’s course grade:

**Percentage of Points Earned Corresponding Letter Grade**

90 to 100% A

80 to 89% B

70 to 79% C

60 to 69% D

0 to 59% F

**WEIGHTING FOR FINAL GRADES**

Chapter Quizzes  20%

Chapter Assignments / Presentation 15%

Mimic Simulation & Reflections Paper 15%

Midterm Exam  25%

Final Exam 25%

\*Official grades and attendance are maintained in Canvas.

\*\* Available points for each area are listed on individual grading areas posted in Canvas.

**PROJECTED COURSE OUTLINE AND ESTIMATED TIMING**

The following schedule is tentative and subject to change. For the most current schedule/calendar and due dates, please see Canvas. The instructor reserves the right to adjust the timing of modules and assignments outlined below to maximize the learning for the class.

|  |  |  |
| --- | --- | --- |
| **Week** | **Module Topic** | **Reading/Assignments/Project/Quizzes/ Mimic Rounds/Exam** |
| **Week 1** | Introduce class and discuss syllabus  Chapter 1: Foundations of Professional Selling | Activate Stukent account  Chapter 1  Assignment  Quiz |
| **Week 2** | Chapter 2: The Sales Process | Chapter 2  Assignment  Quiz |
| **Week 3** | Chapter 3: Selling Analytics and Research | Chapter 3  Assignment  Quiz |
| **Week 4** | Chapter 4: Landing Large Accounts | Chapter 4  Assignment  Quiz |
| **Week 5** | Chapter 5: Asking Questions and Sales Methodologies | Chapter 5  Assignment  Quiz  Sim Round 1 |
| **Week 6** | Chapter 6: Resolving Customer Objections | Chapter 6  Assignment  Quiz  Sim Round 2 & 3 |
| **Week 7** | Chapter 7: Closing and Negotiations | Chapter 7  Assignment  Quiz  Mid-Term Review |
| **Week 8** | Oct. 2nd during class | Mid-Term Exam |
| **Week 9** | Chapter 8: Virtual Sales Meetings | Chapter 8  Assignment Quiz  Sim Round 4 & 5 |
| **Week 10** | Chapter 9: Lead Generation and Social Selling | Chapter 9  Assignment  Quiz  Sim Round 6 & 7 |
| **Week 11** | Chapter 10: Sales Management: Hiring and Managing a Sales Team | Chapter 13  Assignment  Quiz  Sim Round 8 |
| **Week 12** | Chapter 11: Sales Management: Motivating and Coaching Sellers | Chapter 14  Assignment  Quiz  Sim Round 9 & 10 |
| **Week 13** | Chapter 12: Sales Management: International Selling | Chapter 15  Assignment  Quiz  Sim Round 11 & 12 |
| **Week 14** | Review & Presentations | Reflections Paper |
| **Week 15** | Final Review / Last day of class |  |
| **Week 16** | FINAL EXAM | Nov. 29th - 11:15am– 2:15pm |

**ACADEMIC INTEGRITY**

The Honor System Honor is the moral cornerstone of Reinhardt University. Honor provides the common thread woven through the many aspects of the institution and creates a community of trust and respect fundamentally affecting the relationships of all its members. The centrality of honor at Reinhardt is contained in its Honor System which is embodied in the Reinhardt University Honor Pledge.

All assignments must be completed by the student. Students are expected to read and adhere to the Academic Integrity section of Reinhardt University’s Academic Catalog. The policy provides descriptions of what violates the policy and what penalties may be imposed for violations. Failing grades will be assigned for any work which does not meet the standards of academic honesty. **Any violation of academic honesty can result in a failing grade in a course.**

**ATTENDANCE POLICY**

Regular attendance is required and expected. Students are required to be on time, attend for the entire class period and participate via engagement with the instructor/fellow class members in all class lectures (face-to-face in the physical classroom) each week during the semester. You are responsible for obtaining information conveyed in missed classes from the textbook, class notes and/or Canvas. You should make sure to complete any missed assignments during the assigned specific time before returning to class, so you won’t fall further behind.

If you are absent from class, you will need to check Canvas for any class calendar changes, assignments missed, PowerPoint presentations, etc.  A copy of the class schedule & syllabus will always be available on Canvas along with any changes.   However, this does **NOT** exempt you from making sure you are aware of any verbal announcements made in class, so please exchange contact information with someone in class to communicate with if you are absent from class.

**Excused absences only for official Reinhardt SPORTS OR CAMPUS ORGANIZATION EVENTS**

If you are representing the school for a game or competition it is your responsibility to **notify me before missing the class.** I will work with you on what you miss and make sure you don’t fall behind. Coming to me after the absence is not acceptable. You will be required to take any graded assignments including quizzes and tests **before the due date.** Assignments submitted after the dates/times specified will receive a 20-point deduction per day. No work will receive credit after 5 days. To succeed in this class, attendance is required.

**CENTER FOR STUDENT SUCCESS**

Students can go to the **Center for Student Success** for additional support for this course. If you feel you need additional help, please schedule a meeting with me, so I can ensure that you receive the proper support. This center is designed to support your learning in class, so it’s not to replace your regular class attendance. Please have a list of specific questions, so we can use the time most effectively. I am also glad to provide some additional support if you are in class regularly and schedule meetings in advance. You can contact me at [russ.fletcher@reinhardt.edu](mailto:russ.fletcher@reinhardt.edu)

Academic support is offered on campus by the Center for Student Success (CSS). The CSS is located on the lower floor of Lawson, Room 305. CSS offers FREE peer and faculty tutoring for all subjects. For appointments, go to the Reinhardt University webpage (www.reinhardt.edu) and using the Quick Links menu click on Center for Student Success.

**COVID-19**

Reinhardt is committed to the safety of our community and mitigating the spread and harmful effects of Covid-19. Masks are currently optional in the classroom. Because COVID-19 continues to be a dynamic situation, we may have to amend our current policies based on recommendations from the CDC and The Georgia Department of Public Health.

**ADA POLICY**

* The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a documented disability requiring an accommodation, please contact the Academic Support Office (ASO).
* Reinhardt University is committed to providing reasonable accommodations for all persons with disabilities. Therefore, if you are seeking classroom accommodations under the Americans with Disabilities Act, you are required to register with the Academic Support Office (ASO). ASO is located in the basement of the Lawson Building. The phone is 770-720-5567. To receive academic accommodations for this class, please obtain the proper ASO letters/forms.

**NON-DISCRIMINATION / TITLE IX**

Reinhardt University does not discriminate in any of its policies, programs, or activities based on race, color, age, culture, national origin, socioeconomic status, gender, religious belief, sexual orientation, physical (dis)ability or genetic information.

It is the policy of Reinhardt University to comply with Title IX of the Education Amendments of 1972, which prohibits discrimination (including sexual harassment and sexual violence) based on sex in the College's educational programs and activities. Title IX also prohibits retaliation for asserting or otherwise participating in claims of sex discrimination. Reinhardt University has designated Kristy Starling, Title IX Coordinator, KLS1@reinahrdt.edu or 770-720-9146, to coordinate Reinhardt's compliance with and response to inquiries concerning Title IX. A person may also file a complaint with the Department of Education's Office for Civil Rights regarding an alleged violation of Title IX by visiting the U.S. Department of Education's website or calling 1-800-421-3481.