BUS416
Sales Management and Personal Selling

Fall Term 2018
Monday 1:00 – 2:15 p.m.
Wednesday 1:00 – 2:15 p.m.

Class Room #: ED 621
Office Hours:
(Available before and after class by appointment)

Professer: Maggie Austring
Section: 001
E-mail: maggie.austring@uregina.ca
URCourses: https://urcourses.uregina.ca/login/index.php

Special Needs
If there is any student in this course who, because of disability, may have a need for special accommodations, please come and discuss this with me, as well as contacting the Coordinator of Special Needs Services at 585-4631.

Course Description
BUS416 is intended to introduce students to the management process as it relates to the strategic and tactical management of a sales force. The model studied consists of sales planning and implementation and includes organizing, staffing and training of a sales force as well as directing sales force operations. Evaluating sales performance is studied as a look back at operating results and a look ahead as an aid in future strategic planning.

The material is portable beyond the traditional view of a sales force or sales team and is directly applicable to a variety of teams with accountability for performance and results. The course work will be complemented with other sources of material on personal selling and through guest speaker presentations.

As an advanced level marketing course, this course builds on your existing knowledge of marketing. The course will be taught at a level sufficient to keep the interest of a target audience of fourth year marketing majors or others who are interested in taking the course.

This class will consist of lectures, videos, discussions, and group projects.
Assignments: Readings and Exercises

You will be working primarily from a textbook. Concepts and how they apply in organizations may appear simple on the surface, but typically, they are more subtle, complex and difficult to apply. To understand the material covered in this course, it is crucial that you read the material (text and case) before class sessions so that you can contribute thoughtfully to the class discussions and exercises. It is also essential that applications assignments be prepared prior to class meetings in the manner indicated by the syllabus. It is your responsibility to note these assignments ahead of time. During the semester, we will have guest lectures and discuss videos in class. It is important that you attend these classes as you will be tested on these materials in exams.

Required Texts

TEXTS

Ground Rules &
Important Information To Know

This is a business course. Accordingly, an appropriate level of professionalism is expected:

- ABSOLUTELY No texting, emailing, instant messaging, and phone calls during class
- All students are required to have a name card displayed during EACH class
- You are expected to attend every class and to arrive to class prior to the start time.
- **If you miss more than 5 classes for any reasons (including late registration and missing the first class), you will not be allowed to write the final, no exception.** Accordingly to University Policy, an instructor may refuse to allow a student to write the final exam if he/she has not maintained reasonable attendance.
- **Family/winter vacation is not a valid reason for missing a midterm exam, final exam, group presentation, or any classes.**
- Participation is important for this course – 16% course mark
- Participation marks for each class range from 1-2% of your grade. (look at course outline at the end of this document for complete detail)

Please note:

- Coming to class late will affect your attendance/participation mark. E.g. 5-7 mins = 1/8 class, 8-15 mins late = 1/4 class, 16-30 mins late = missing 1/2 class ...etc
- If you miss classes for any reasons, you will miss participation marks
- No makeup Mid-Term exam (Oct 3rd )
- No makeup Final exam (Dec 19th, 9am)
- I don’t do favouritism. I will treat everyone fairly with the marks that they earn, not based on their needs regarding scholarship GPA requirement or to change their poor peer evaluation because they didn’t contribution much to their group project.
- Email me at maggie.austring@uregina.ca, NOT on URCourses please
- Please post ALL your questions in URCourses. I also encourage you to answer other classmates’ questions. If you participate well (both in class and on URCourses), you get a good participation mark (every class counts separately)
- Take notes during class, video discussions, group debates, and guest lecture – you will see them in exams.
- Read the textbook chapters thoroughly for both exams
- Want to talk to me? I am usually available before and after class.

**Grading**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Current Sales Strategies (Individual)</td>
<td>5%</td>
</tr>
<tr>
<td>Class participation</td>
<td>15%</td>
</tr>
<tr>
<td>Group Project Presentation</td>
<td>25%</td>
</tr>
<tr>
<td>Mid Term</td>
<td>25%</td>
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<tr>
<td>Final Exam</td>
<td>30%</td>
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</table>
Current Sales Strategy (5%)

Each student will be required to conduct a search in newspaper, Internet, on-line database, or other forms of media that can be accessed by the student. The objective is to discover a “current sales strategy” that is relevant to the course, such as how to develop successful/failed Sales Strategies and how to select and train sales people...etc (please refer to the course outline at the end of this document for related course subjects). The current sales strategies can occur in Saskatchewan, Canada, or internationally within the last 6 months. At the beginning of each class, students will be given MAXIMUM of 4 minutes each (this is the maximum time allowed. Quality and relevancy are the key) to briefly discuss the current sales strategies. You are required to present the following information:

1. Provide background – about the Sales Strategy (no more than 2 mins)
2. Apply theories and logics that are related to the course (most important element in the presentation)
   • Must use theories/logics/terms learned in this course

Tips on how to do well:
• Prepare the speech and practice/time yourself accordingly. Practice. Practice.

Each student will be assigned with a presentation order number during the first class, please refer to the class schedule for the assigned presentation date. No makeup presentations for students who miss their scheduled presentations.

Students will be given a grade from 0-4%, depending on how well they fulfil the following requirements:

BUS416
Current Sales Strategy Presentation (Individual)

Date:___________

Presenter Name:_______________________________________________________

Student presented no longer than 4 minutes on the subject matter 0.25 5 0.75 1

Important:
Students applied and “quoted” proper sales management
Theories/logics/terms covered in this course 0 1 2 3

TOTAL /4
• A group of students (approximately 4-5) will develop a Sales management strategy for a company located in Saskatchewan. (Important Tips: Look for a smaller company. Not too small such as 1-2 people company or it has a very small sales budget.)
  • A new company which needs to develop a sales strategy or
  • A growing company which needs to analyze and revise the existing sales strategy (showcase how you change from the existing strategy – show the before and after strategy side by side on ppt).
• You don’t have to submit a hand-written paper, but you must submit a list of APA references to demonstrate the extent of the research conducted for the presentation.
• Each group has to submit the name of the company according to the deadline on URCourses.

Presentation Outline
(Must include ALL of the following elements. Missing elements = Missing marks)

1. Company Strategy (very High Level – 10% of the presentation)
   a. Goals and Objectives
   b. Strengths, Weaknesses, Opportunities, and Threats
   c. What are the company’s current problems/challenges in their sales strategy?

2. Marketing Strategy (very High Level – 10% of the presentation)
   a. Goals and Objectives
   b. Target market
   c. Perceptual map
   d. Marketing mix

3. Sales Strategy (Detail Level – you need to show me how you can solve their problems)
   a. Determine the Sales Force Size (Support your reasoning - Chapter 2)
   b. Sales Force Organization (What type of sales force organization? - chapter 3)
   c. Sales forecast (which method? – chapter 4)
   d. Customer Relationship Strategy (Chapter 5 & 6)
   e. Sales Training (Chapter 8)
   f. Compensation Strategy (Chapter 10)
   g. Sales Force Budgeting (Chapter 2)
   h. Sales Activities & Measurements (Chapter 13)
   i. Evaluate Sales Performance (Chapter 13)

What you need to hand in on your presentation date

You have to hand in all the following before your presentation starts
As a group:
   1. A hard copy print out of your PowerPoint
   2. APA Reference

Each group member:
   1. Peer evaluation form (I only accept it before the presentation starts, you can give it to me individually)
BUS416

Evaluation of Group Project Presentations

Date:___________

Company & Product Name:________________________________________________________

Names of Presenter:_______________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Using a scale of 1 to 5 (5= excellent 1= poor), rate the group as a whole for the following items by circling the appropriate number:

Students demonstrated dynamic market research and analysis on the subject matter

1  2  3  4  5

Students presented with good business logic and reasoning

1  2  3  4  5

Important:
Students demonstrated and applied proper sales management knowledge covered in the course

(Students should be evenly presenting the materials among team members)

3  6  9  12  15

TOTAL /25
BUS 416 - Peer Evaluation Form

(Each group member has to submit this form in person before your Presentation, Hard copy only.)

Company Name:_____________________________________________________________________

Your Name:__________________________________________________________________________

This peer evaluation should rate each member’s contributions to the project. To complete the form, you are asked to estimate the percentage contribution of each group member to the completion of each presentation. You are asked to estimate the percentage contribution of each group member.

<table>
<thead>
<tr>
<th>Group member names (including yourself)</th>
<th>Time/Effort/Contribution (%)</th>
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</thead>
<tbody>
<tr>
<td>1</td>
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<td>2</td>
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<td>7</td>
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</tbody>
</table>

Be sure this sums to 100%

If there are any major discrepancies in the table above: You must explain your reasons for making any significantly uneven allocations in the space below.

Explanation of discrepancies and/or additional individual comments (Please feel free to provide further comment on a separate page):
Class Participation (15 Points)

Because this course relies heavily on applications and discussions of materials, 16 percent of your final grade will be determined from class contribution.

1. Participation is very important in this class and I take it seriously.

2. The participation mark for each class ranges from 1-2% of your grade. Most classes are 1%. Group presentation classes are 2% each.

3. Your participation mark comes in 2 parts: attendance & participation for EACH CLASS (50/50).

How to get a good attendance mark:

- If you attend half of a class, you will only get half of the attendance mark for that class

How to get good participation mark:

1. Read the suggested chapters and PowerPoint files listed in the class syllabus for each class – it will help you to answer my questions during the class.

2. Pulling your own weight on group projects and participating enthusiastically in classroom activities: Being an active participant in class and group discussions.

3. Making observations that integrate concepts and discussions.

4. Citing relevant personal examples.

5. Please post all your questions in URCourses and I also encourage you to answer other classmates’ questions. Please DO NOT email me in URCourses. If you participate well (both in class and on URCourses), you get full participation mark (every class counts separately).

6. I would love to give you the full 16%, but it is really up to you what you are going to get.
**Mid Term** (25 Marks)

There will be one mid term exam. The exam can be a combination of multiple-choice and short-answer formats, and will be worth 25 percent of the course mark.

If you miss the mid-term exam, no make up exam will be provided and the marks will be deferred to the final only if a doctor note is provided, no exceptions.

**Final Exam** (30 Marks)

There will be one final exam (close book). The exam can be a combination of multiple-choice and short-answer formats, case study, and will be worth 35 percent of the course mark.

**Final exam date/time:** Dec 19th, at 9:00 am

If you miss the final exam, you will need to discuss with the Associate Dean, Brian Schumacher at 585-4964. No exceptions.

**Plagiarism**

The Faculty of Business Administration of the University of Regina may punish offending students in any manner that they deem fit. The University regards this form of cheating as a serious offence. Please consider yourself warned.
### BUS 416 - CLASS SCHEDULE (Subject to change)

**IMPORTANT:** If you miss more than 5 classes, you will not be allowed to write the final, **no exceptions**

No make up midterm or final exam

<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE</th>
<th>TOPICS</th>
<th>PARTICIPATION Mark 15%</th>
<th>ADDITIONAL Info.</th>
<th>PPT</th>
<th>Chapter</th>
</tr>
</thead>
</table>
| 1    | Sept 5| • Course Introduction  
• Project Grouping (~4 groups)  
• Draw for Group Presentation Order  
• Draw for Article Presentation Order |  | **IMPORTANT:** Missing the first class counts as missing one class, no exception. (Including late course registration after Sept 5th) | 1   | 1       |
| 2    | Sept 10| • Sales Management  
• Project Requirements | /0.5 | | 1   | 1       |
|      | Sept 12| 1. Current Sales Strategy Presentation  
2. Current Sales Strategy Presentation  
• Sales Planning (long) | /0.5 | | 2   | 2       |
| 3    | Sept 17| 3. Current Sales Strategy Presentation  
4. Current Sales Strategy Presentation  
• Sales Planning (long) | /0.5 | **Last class before the deadline to drop the course** | 2   | 2       |
|      | Sept 19| 5. Current Sales Strategy Presentation  
6. Current Sales Strategy Presentation  
• Organizing the Selling Function | /0.5 | | 3   | 3       |
| 4    | Sept 24| 7. Current Sales Strategy Presentation  
8. Current Sales Strategy Presentation  
• Estimating and Forecasting | /0.5 | | 4   | 4       |
|      | Sept 26| • Developing Account Relationships (long)  
• Group Project Subject Selection | /0.5 | **Due Date:** Company names Submission | 5   | 5       |
| 5    | Oct 1 | • Developing Account Relationships (long)  
• Video: Creating value with a relationship (D1- 3/11 mins)  
• Enhancing Customer Interactions (long)  
• Video: Approaching customer with adaptive selling (D1-10/12 mins) | /0.5 | | 5   | 6       |
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Chapter</th>
<th>Videos &amp; Lectures</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Oct 3</td>
<td><strong>MID TERM EXAM 25%</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Oct 8</td>
<td><strong>No Class - Thanksgiving</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
10. Current Sales Strategy Presentation  
• Recruiting and Selecting Sales People | /0.5    | 7 7 |
12. Current Sales Strategy Presentation  
• Training | /0.5    | 8 8 |
• Motivation (long) | /0.5    | 9 9 |
|      | Oct 22 | • Motivation (long)  
Videos (will see in exam):  
• Communication Style: A key to Adaptive Selling (D2-4/25 mins)  
• Closing the sales (D2-14/27mins) | /0.5    | 9 9 |
|      | Oct 24 | 15. Current Sales Strategy Presentation  
16. Current Sales Strategy Presentation  
• Compensation | /0.5    | 10 10 |
|      | Oct 29 | 17. Current Sales Strategy Presentation  
18. Current Sales Strategy Presentation  
• Reviewing and Evaluating Sales Performance (long) | /0.5    | 13 13 |
20. Current Sales Strategy Presentation  
• Reviewing and Evaluating Sales Performance (long)  
• Class Project: Group Present VarageSales or eBay on Nov 14th 1% | /0.5    | 13 13 |
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
</table>
| Nov 5  | **Guest Speaker**  
|        | Jocelyne Lang, Vice President, J&M Financial Services Inc | /0.5 |
| Nov 7  | **No Class – Fall Break** |
| Nov 12 | **No Class – Remembrance Day** |
|        | 22. Current Sales Strategy Presentation  
|        | 23. Current Sales Strategy Presentation  
|        | - Varagesales guest speaker?  
|        | - Present Class Project – VarageSales or eBay | /0.5 |
|        |      
|        | - Present Class Project – VarageSales or eBay  
|        | - Project Workshop | /1 |
| Nov 21 | 25. Current Sales Strategy Presentation  
|        |      
|        | - Project Workshop | /1 |
| Nov 26 | **Group Presentations 25%** |
| Nov 28 | **Group Presentations 25%** |
| Dec 3  | **Group Presentations 25%** |
| Dec 5  | **Group Presentations 25%**  
|        | - Course Review and Wrap Up | /1 |
| **FINAL EXAM** | **Dec 19th at 9am 30%**  
|        | Chapter 1 – 10, 13  
|        | Videos & Guest Lectures |