

Course	MRKT 5800 – Sales Management
Term	Fall 2, 2009
Instructor	Name: Dr. Bert Turner Phone: 501-551-9072 Email: albertturner99@webster.edu or Bert_Turner@comcast.net
Catalog Description	This course will focus on the three primary functions of sales management: Formulating a Sales Program, Implementing a Sales Program, and Evaluating and Control of the Sales Program. It will include selling techniques, linking strategies of the sales role to the total marketing program, CRM, sales organization, planning, information management, motivating the sales force, evaluating sales performance, recruiting and selecting sales personnel, sales training, salesperson compensation, and cost analysis and management. Role-Plays, Case Studies, and break-out sessions will augment the lectures.
Prerequisites	Marketing 5000
Course Level Learning Outcomes	<p>Upon completion of this course the student should:</p> <ul style="list-style-type: none"> • Be able to explain the selling process with special emphasis on B2B selling. • Explain the roles of sales and sales management in retail sales. • Explain the role of sales management in implementing the marketing objectives of the organization • Explain the process of buying and selling and CRM. • Be able to distinguish between alternate sales organizational structures, and select the structure best suited to carry out the organization’s goals and objectives. • Be able to explain the selection criteria for salespeople, and methods of recruiting and interviewing of personnel. • Be able to put together a sales forecast and budget. • Be able to explain the sales techniques and methods of training • Be able to construct a compensation program best-suited for their organization, • Be able to explain the management information systems utilized by sales management. • Be able to explain the process of evaluating performance of sales personnel.

<p>Materials</p>	<p>Materials: Sales Management—Teamwork, Leadership, and Technology, 6th ed., Futrell, Charles M., South-Western College Publishing, 2000, ISBN: 0030319676. NOTE: This textbook is available from a wide variety of used book dealers. It is also available free on line as a PDF at http://futrell-www.tamu.edu/. If you elect to use the free PDF version, DO NOT print copies on Webster printers.</p> <p>Capstone[®] Business Simulation[®] Homework Assignments handout which is available on the Connections course web site. Pick up a copy of the CAPSTONE[®] Business Simulation[®] Student Guide in the Webster University Office.</p> <p>Register to participate in the CAPSTONE[®] Business Simulation[®] (www.capsim.com). The Course Simulation ID Number is C32939. You will need to know the Sim ID Number when you register. The cost of Capstone[®] is \$43.99. Instructions on how to register are outlined in the CAPSTONE[®] Student Guide. Payment can be made online by credit card or from a checking account. Registration must be completed prior to attending the first class, but you can register as early as 30 days before class and are highly encouraged to do so. You will be ahead of the learning curve if you do the CAPSTONE[®] homework assignments for Weeks 1 and 2 long before the class starts. Specifically, download the CAPSTONE.xls spreadsheet and go through the Rehearsal Simulation several times.</p> <p>Supplemental Readings: Capstone[®] Business Simulation[®] Homework Assignments are available on the Connections course web site.</p>								
<p>Grading</p>	<p>Grading Scale 93-100 A 90-92 A- 87-89 B+ 83-86 B 80-82 B- 70-79 C 0-69 F</p> <table data-bbox="354 1339 1006 1480"> <tr> <td>Class Participation</td> <td>40%</td> </tr> <tr> <td>Examinations and Quizzes</td> <td>20%</td> </tr> <tr> <td>CAPSTONE[®] Simulation Team Results</td> <td>40%</td> </tr> <tr> <td>Total</td> <td>100%</td> </tr> </table> <p>Homework assignments are part of your Class Participation or CAPSTONE[®] Simulation as appropriate.</p> <p>Course Requirements The GRADUATE catalog provides these guidelines and grading options: A/A– Superior graduate work B+/B/B– Satisfactory graduate work C Work that is barely adequate as graduate-level performance CR Work that is performed as satisfactory graduate work (B– or better). A grade of "CR" is reserved for courses designated by a department,</p>	Class Participation	40%	Examinations and Quizzes	20%	CAPSTONE [®] Simulation Team Results	40%	Total	100%
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	<p>involving internships, a thesis, practicums, or specified courses.</p> <p>F Work that is unsatisfactory</p> <p>I Incomplete work</p> <p>ZF An incomplete which was not completed within one year of the end of the course. ZF is treated the same as an F or NC for all cases involving G.P.A., academic warning, probation, and dismissal.</p> <p>IP In progress</p> <p>NR Not reported</p> <p>W Withdrawn from the course</p>
Activities	The Computer Lab may be used for the Capstone [®] Business Simulation [®] .
Policy Statements: University Policies	<p>University policies are provided in the current course catalog and course schedules. They are also available on the university website. This class is governed by the university's published policies. The following policies are of particular interest:</p> <p>A student may submit their term paper to the On-Line Writing Center in St. Louis by email and have a coach make suggestions/corrections. It is up to the student to allow sufficient time (generally 7-10 days) for this process to be utilized and still turn in the term paper on the assigned date. Go to http://www.webster.edu/acadaffairs/asp/wc/online.html</p> <p>Academic Honesty The university is committed to high standards of academic honesty. Students will be held responsible for violations of these standards. Please refer to the university's academic honesty policies for a definition of academic dishonesty and potential disciplinary actions associated with it.</p> <p>Drops and Withdrawals Please be aware that, should you choose to drop or withdraw from this course, the date on which you notify the university of your decision will determine the amount of tuition refund you receive. Please refer to the university policies on drops and withdrawals (published elsewhere) to find out what the deadlines are for dropping a course with a full refund and for withdrawing from a course with a partial refund.</p> <p>Special Services If you have registered as a student with a documented disability and are entitled to classroom or testing accommodations, please inform the instructor at the beginning of the course of the accommodations you will require in this class so that these can be provided.</p>

	<p>Disturbances Since every student is entitled to full participation in class without interruption, all students are expected to be in class and prepared to begin on time. All pagers, wireless phones, or other electronic devices must be turned off, or switched to vibrate, when you enter the classroom.</p> <p>Disruption of class, whether by latecomers, noisy devices, or inconsiderate behavior is not acceptable. Students are expected to treat the instructor and other students with dignity and respect, especially in cases where a diversity of opinion arises. Students who engage in disruptive behavior are subject to disciplinary action, including removal from the course.</p> <p>Student Assignments Retained From time to time, student assignments or projects will be retained by The Department for the purpose of academic assessment. In every case, should the assignment or project be shared outside the academic Department, the student's name and all identifying information about that student will be redacted from the assignment or project.</p> <p>Contact Hours for this Course It is essential that all classes meet for the full instructional time as scheduled. A class cannot be shortened in length. If a class session is cancelled for any reason, it must be rescheduled.</p>
<p>Course Policies</p>	<p>Prior to the first class session, students must:</p> <ol style="list-style-type: none"> (1) Pick up a copy of the CAPSTONE[®] Business Simulation[®] Student Guide in the Webster University Office; (2) Read the Student Guide prior to the first class. (3) Register to participate in the CAPSTONE[®] Business Simulation[®]. The Course Simulation ID Number is C32939. You will need to know the Sim ID Number when you register. The cost of Capstone[®] is \$43.99. Instructions on how to register are outlined in the CAPSTONE[®] Student Guide. Payment can be made online by credit card or from a checking account. Registration must be completed prior to attending the first class. (4) Log onto this course via Webster Connections (http://connections.webster.edu). Course announcements, PowerPoint files, and other course materials will be posted on the Connections course web site. You are responsible for checking the Connections course web site. <p>Students must obtain their textbook prior to the first class. Read all assigned chapters prior to class, including chapters assigned for Night 1.</p>

<p>Week 1:</p>	<p>Reading/Homework Assignments: <u>Textbook</u>: Before class read Chapter 1 Introduction to Sales Management Chapter 2 Social, Ethical, and Legal Responsibilities of Sales People</p> <p>All Ethical Dilemmas and Case Studies 1.1, 1.2, 2.1, and 2.2</p> <p><u>CAPSTONE® Homework</u>: Prior to class,</p> <ol style="list-style-type: none"> 1. Reading Assignments. Prior to the first class, in addition to your textbook reading assignment, read the CAPSTONE® Student Guide and the Capstone® Business Simulation® Homework Assignments handout. Note that a Manager Guide is available on line at www.capsim.com, under the "Help" link. 2. Resume and Team Organization Exercise. Prepare a one-page resume outlining your personal traits, skills, competencies and experience as they would relate to the key roles to be used in our CAPSTONE® Simulation. Bring eight (8) copies of your resume to the first class. 3. Review the following online CAPSTONE® Tutorials at www.capsim.com, under the "Help, Tutorials and Demo" link.: <ul style="list-style-type: none"> • All parts of Introduction, Section 1. • All four lessons in Running Your Company, Section 7. • Developing a Sales Forecast in Marketing, Section 3. This is the most important thing to learn. Make sure you fully understand how to develop a sales forecast. Go through it several times. One of the most frequently heard “lessons learned” at the end of the simulation is “We were too conservative in our sales forecast.”
<p>Week 2:</p>	<p>Reading/Homework Assignments: <u>Textbook</u>: Before class read Chapter 3 Customer Relationship Management Chapter 4 Market Driven Sales Organization Chapter 5 Forecasting Market Demand and Sales Budgets</p> <p>All Ethical Dilemmas and Case Studies 3.1, 4.1, and 5.1</p> <p><u>CAPSTONE® Homework</u>: Prior to class</p> <ol style="list-style-type: none"> 1. Download the CAPSTONE.xls spreadsheet and complete the Rehearsal Simulation. Most students have found they need to do this step first and spend most of their time on this exercise. 2. Internal Analysis Exercise (Turned in at the beginning of class). Prepare a written Internal Analysis for your assigned product. 3. External Analysis Exercise (Turned in at the beginning of class). Prepare a written

	<p>External Analysis for your assigned product.</p> <ol style="list-style-type: none"> 4. Measures of Success: Go to at www.capsim.com, under the "Homework, Success Measure Weightings" and note the weighting your company's board of directors has established for you. All of your decisions should be based on those Measures of Success, NOT what you think is important. 5. Complete all of the remaining Tutorials and Demos. 6. Practice Rounds Exercise. During class, each team will have the opportunity to become familiar with the CAPSTONE[®] software and simulation procedures. Each team will select a strategy, develop functional strategies to support it, and implement their decisions over a few years. We will complete at least two practice rounds during class. <p>This class will focus on CAPSTONE[®] familiarization and practice with the simulation.</p>
<p>Week 3:</p>	<p><u>Reading/Homework Assignments:</u> <u>Textbook:</u> Read Chapter 6 Design and Size of Sales Territories Chapter 7 Sales Objectives and Quotas</p> <p>All Ethical Dilemmas and Case Studies 6.1, 7.1, and 7.2</p>
<p>Week 4:</p>	<p><u>Reading/Homework Assignments:</u> <u>Textbook:</u> Read Chapter 8 Recruiting and Selecting the Sales Force Chapter 9 Placement and Socialization of the Sales Force</p> <p>All Ethical Dilemmas and Case Studies 8.1, 9.1, and 9.3 <u>CAPSTONE[®] Homework:</u> The CAPSTONE[®] Business Simulation competition will continue. Year 3's decisions will be entered prior to the end of class. Year 4's planning and decisions will be entered by an announced date prior to the next class meeting.</p>
<p>Week 5:</p>	<p><u>Midterm Exam, Chapters 1-9</u></p> <p><u>Reading/Homework Assignments:</u> <u>Textbook:</u> Read Chapter 10 Training and Development of the Sales Force Chapter 11 Content of the Sales Training Program</p> <p>All Ethical Dilemmas and Case Studies 10.1, 10.3, 11.1, and 11.2 <u>CAPSTONE[®] Homework:</u> The CAPSTONE[®] Business Simulation competition will continue. Year 5's decision will be entered prior to the end of class. Year 6's planning and decisions will be entered by an announced date prior to the next class meeting.</p>

<p>Week 6:</p>	<p><u>Reading/Homework Assignments:</u> <u>Textbook:</u> Read Chapter 12 Motivating Salespeople Chapter 13 Compensation for High Performance Chapter 14 Leading the Sales Team</p> <p>All Ethical Dilemmas and Case Studies 12.1, 13.1, 14.1, and 14.3 <u>CAPSTONE® Homework:</u> The CAPSTONE® Business Simulation competition will continue. Year 7's decision will be entered prior to the end of Night 7's class. Year 8's planning and decisions will be entered by an announced date prior to the next class meeting.</p> <p>Each student must complete a peer evaluation on the CAPSTONE® simulation for every member of their team. This evaluation must be completed prior to class on Night 7. The peer evaluation (both how you rated others and well as how they rated you) will be used to award part of your classroom participation points.</p>
<p>Week 7:</p>	<p><u>Reading/Homework Assignments:</u> <u>Textbook:</u> Read Chapter 15 Analysis of Sales and Marketing Costs and Profitability Analysis Chapter 16 Evaluating Salespeople's Performance</p> <p>All Ethical Dilemmas and Case Studies 15.1, 15.2, 16.1, and 16.2 <u>CAPSTONE® Homework:</u> Start producing final reports for each Team to be used for the Team Project Presentation and Report due on Night 8.</p>
<p>Week 8:</p>	<p><u>Class Assignment:</u> Submit your Team's CAPSTONE® Business Journal Report; Present Team Oral Presentations in PowerPoint format on the Team's business activities and its forecast of the future years.</p>
<p>Week 9:</p>	<p>Final Exam, Chapters 10-16</p>
<p>Additional Information</p>	<p>All assigned reading assignments must be completed prior to class. Students must be prepared to discuss the material and the discussion questions at the end of each chapter. All homework assignments and exams, with the exception of the Team Report, are strictly individual efforts. Discussion may occur prior, but not subsequent to starting the assignment.</p> <p>This syllabus may be revised at the discretion of the instructor without the prior notification or consent of the student.</p>



	<p>Class meetings are to be treated as important business appointments. Because so much of the value of this course comes from class discussion, attendance is required. There are, of course, excusable absences. However, they must always be for reasons that are beyond your ability to control. Please talk to me about any absences. Students are responsible for all assignments due or assigned during absences. Absences, whether excused or not, will reduce the participation grade for that period.</p> <p>Because most of this class is based on teamwork, it is almost impossible to complete your work individually. Therefore it is almost impossible to get an Incomplete (I) grade for this class.</p>
Approved by	Michael Hostetler, Faculty Coordinator, Sep 2, 2009