

Course Syllabus
Sales Management - SJSU – Bus 297D Spring 2011
Steve Corio

Course Materials:

Text: Ingram LeForge, *Sales Management, Analysis and Decision Making*, Harcourt (optional)

Student Manual: *Sales Management, Principles and Perspectives*, Steve Corio (Required for the course, purchased directly from Steve Corio in class - \$65, cash preferred).

Communications: Instructor: (corioconsult@aol.com); 408-225-2843.

Course Perspectives:

The course focuses on what it takes to be successful in managing the sales function in a personal, direct sales environment. It asks the student to put himself/herself in the position of being a prospective sales manager. This context helps the student better relate to the realities of the environment and how the concepts of the course can be applied to practical sales management situations, and management performance requirements. The course will provide the student with a systematic framework for understanding how sales is distinguished from marketing, and what it takes to effectively manage the sales function. The course is intended for:

- Marketing students who wish to deepen their understanding of the sales function and what is required to manage the sales function effectively.
- Non marketing students who desire a perspective of what selling is (versus Marketing) and how advanced resource management concepts are applied to the sales function.
- All students who wish to develop a perspective of advanced skills in the areas interpersonal communications, motivational questioning techniques and high-leverage employee process management for future career development and advancement.

Course Objectives:

- To provide the student with a basic understanding of the processes and skills necessary to be successful in personal direct selling within the industrial market place.
- To provide an understanding of the tools and techniques necessary to effectively manage the sales function, the sales organization and the sales individual.
- To provide students with advanced skills in the areas of interpersonal communications, motivational questioning techniques and effective employee management processes.

Course Format and Attendance: The course is highly interactive whereby the students are encouraged to ask questions and share their observations, feedback and perspectives from the lecture material delivered. Lectures and class discussion will be based solely on ‘Student Manual’ content. **Recording or video taping a class without permission IS PROHIBITED.** Although not required, regular class attendance has proven to enhance final grade performance. If students miss class, it is incumbent upon them to get from a fellow student all information provided by the instructor for the class(es) missed.

Grading / Evaluation Criteria / Other:

Final grades will be based solely on a class curve derived from the comparative relationship of each student's average percentage attainment on both the mid term and final exams. Additionally, the curve may be somewhat influenced by points added to those student test averages who choose to perform the optional project described below, as well as from any extra credit quizzes given at the discretion of the instructor. Class attendance is not an element of the grading process but as mentioned before has proven to be a positive influence on a student's final grade performance. Office hours will exist to address any unanswered questions from class or special student needs.

- **Exams:** Each exam or quiz will be true / false / multiple choice, and inclusive of only the material covered from the previous exam. Thus the final exam will not be comprehensive of all the material covered from the beginning of the course, but rather from the material covered after that which was included on the mid term exam. Material for all exams and discretionary quizzes will be taken only from the Student Manual. Preparation for the mid term and final exams will be facilitated by a study guide provided by the instructor no later than a week prior to the exams. Final grades will be posted on the University's web site. Mid term and final exam dates are set by the instructor for the entire class and are not subject to individual student preferences. Make up exams require pre-approval, will be granted solely on the basis of personal emergency or business conflicts and may result in a delayed grade. In order to maintain fairness to all students, make up exams will not be granted simply because other class exams may fall on the same day.
- **Optional Project:** This is a 'video tape' project that provides the student an opportunity to demonstrate his/her ability to utilize the "Need Satisfaction" sales technique and all the questioning, managing objections and closing techniques necessary to utilize this advanced sales technique effectively. The purpose here is to provide the student with an opportunity to synthesize an advanced sales process in a real life scenario. If undertaken the student will receive from 1 to 10 points added to the average of his/her mid term and final exam percentages. The video simulates a real live call. Scripts or outlines can be used to prep for the video-taped call but cannot be used during the call. If used during the call no points will be granted. See the Student Manual under 'Video' for instructions.
- **Class Participation:** General class participation is also not required, and if avoided by any student, will have no negative affect on that student's grade. However class participation is encouraged in order to foster a higher level of leaning, creative thinking and expanded student perspectives on those concepts covered in the course.
- **Course Content:** Please see that attached course content which lists the subject matter covered by topic and sequence within the 'Student Manual'. As described before, the 'Student Manual' is the entire basis for the course, where each page duplicates each lecture foil used by the instructor for each class lecture.
- **Guest Speakers:** The intention is to provide one guest speaker during the quarter, time permitting. This guest will be an executive from a prominent enterprise responsible for a function influential in the performance of marketing or sales management. The objective of this session will be to relate personal experiences and philosophies about the significance, issues and critical factors for success in performing the Executive Marketing and/or Sales Management functions. Content from this session will not be included in either of the mid term or final exams.