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 Office hours: scheduled by appointment

## REQUIRED COURSE MATERIALS

Required textbooks:

1. ISBN # 0-07-051113-6; ***SPIN Selling***; Neil Rackham; McGraw-Hill, no edition number
2. ISBN # 978-1-138-95123-5; ***Contemporary Selling, Building Relationships, Creating Value***; Mark W. Johnston & Greg W. Marshall, 5<sup>th</sup> Edition, Routledge
3. Flipd: app available for iOS and Android (Refer to Flipd handout for additional information)
  - a. 3:55PM Section Flipd code: 15156
  - b. 5:30 PM Section Flipd code: 39446

**Do NOT delay in purchasing textbooks.** Both textbooks are required for reading assignments, role-play preparation, and quizzes. **First quiz is Friday, September 2, 2016 and includes material from both textbooks.** (REFER to course schedule in syllabus and Canvas for all quiz dates.)

## COURSE DESCRIPTION

Principles of effective B2B professional selling: current practices that integrate B2B professional selling with marketing programs; application of B2B professional selling to broader business contexts.

## COURSE KNOWLEDGE GOALS

Professional B2B selling is a challenging and rewarding career path and will prepare you for professional sales, sales management, business management, or entrepreneurship.

Selling is one of the most dynamic aspects of today's business strategy. This course focuses on **B2B professional selling** and by the end of this course you should be able to discuss and be familiar with:

1. The field of selling; including selling, sales people, and building partnering relationships.
2. Knowledge and skill requirements to be learned include: ethical and legal issues in selling; buying behavior and the buying process; using communication principles to build relationships; and adaptive selling for relationship building.
3. The partnership process; including prospecting, planning the sales call, making the sales call, strengthening the presentation, responding to objections, obtaining commitment, formal negotiating, and building long-term partnerships after the sale.

## CLASS PARTICIPATION/ATTENDANCE

Class performance (participation) is critical to success in this class. The sales arena is engaging, interactive, and dynamic and will be treated as such in class with the use of role-plays, class exercises, mini-case discussions, and graded, group role-plays.

In order to derive the maximum benefit from class, attendance and participation are required and will be graded.

Please note:

1. Class participation and attendance is a combined grade. Excellent attendance alone will not earn an excellent combined grade.
2. Peer reviews and Flipd Off usage are part of the participation grade.

## BEST PRACTICES

1. **ELECTRONICS-FREE CLASSROOM – ENFORCED**
  - a. “Flipd Off” for mobile phone to be activated at the beginning of each class.
  - b. ALL electronic usage during class lectures or group performances is not permitted and will not be tolerated.
  - c. Special in-class assignments will permit the use of electronics.
  - d. Please, use longhand for class notes.
2. Punctuality is expected.
  - a. Habitual tardiness will be reflected in participation grade.
3. Reading assignments (listed under course schedule) to be completed **BEFORE** the beginning of each class to enable:
  - a. Participation in class discussions and exercises.
4. Textbook to be brought to all classes as noted in syllabus.
5. Quiz deadline will **NOT** be extended except for severe illness documented by a physician’s excuse or death of an immediate family member.
6. Sign the attendance sheet at the beginning of each class.
7. Contact me immediately if a group issue develops – do not wait until group assignment is due.
8. The most current syllabus is **always** available via Canvas.
  - a. **ALL** reading assignments, homework, and group assignment due dates are listed in the syllabus. A courtesy reminder will be sent 1-2 days in advance for graded items.
  - b. Keep in mind that it is each student’s responsibility to know what is in the syllabus and all due dates.
9. Please, display nametags at beginning of each class and return at the end of each class.

## CANVAS ON-LINE QUIZZES

Online (Carmen) quizzes to be given weekly. Quizzes cover information from assigned weekly readings and classroom lectures/discussions/exercises.

1. Quizzes active on Canvas each Friday, 12 Noon through Sunday, Midnight.
2. Each quiz has a 30-45 minute time limit to complete, based on total number of quiz questions.
3. Each quiz is closed and inaccessible after Sunday, Midnight deadline, NO exceptions.
4. Hardcopy reference materials **may** be used during the quiz.
5. **ALL** quiz grades count toward accumulated quiz grade. (This means **the lowest quiz grade IS NOT DROPPED**.)
6. Make up quizzes are **NOT** available.

## ROLE-PLAY GROUP ASSIGNMENTS

Groups of four will be formed. Students will choose their group members during class, Thursday, August 25.

Role-play directions will be provided for each graded role-play later in the term.

## EVALUATION

Course grade is based on the following weights:

<b>Class participation</b>	20%	70% based on value-added participation during class discussions, practice role-plays, and quality of small group work.  20% based on random peer review  10% based on Flipd Off usage
<b>SPIN Assignment</b>	5%	SPIN questions (written group assignment)
<b>SPIN Role-play</b>	5%	5-Minute group role-play; focus, utilizing SPIN questions
<b>FAB &amp; Objection Assignment</b>	10%	FABs and objections (written group assignment)
<b>FAB &amp; OBJ Role-play</b>	10%	5-Minute group role-play; focus, utilizing FAB's and addressing objections
<b>Final Role-play</b>	25%	10-Minute group role-play (NO videos)  75% Individual performance  25% Group performance (e.g. synergy, preparation, technique
<b>Quizzes</b>	25%	5 Total quizzes comprised from lectures, class discussions, and assigned readings.

**OSU Standard Grade Scheme to be used:**

Grade	Start %	Grade	Start %	Grade	Start %
<b>A</b>	93 - 100%	<b>A-</b>	90 – 92.9%	<b>B+</b>	87 – 89.9%
<b>B</b>	83 – 86.9%	<b>B-</b>	80 – 82.9%	<b>C+</b>	77 – 79.9%
<b>C</b>	73 – 76.9%	<b>C-</b>	70 – 72.9%	<b>D+</b>	67 – 69.9%
<b>D</b>	60 - 66.9%	<b>E</b>	Below 60		

## BUSML 4221 COURSE SCHEDULE

*NOTE: All textbook readings to be completed BEFORE beginning of class.*

Week	Date	Topic
1	TU 8-23	<ol style="list-style-type: none"> <li>1. Class introduction, includes: discussion of course objectives, syllabus, in-class exercises, group role-plays, and classroom etiquette.</li> <li>2. Each student to present 30-45 second “elevator pitch” to introduce themselves to the class <ol style="list-style-type: none"> <li>a. Refer to welcome email for further instructions</li> </ol> </li> </ol>
1	TH 8-25	<ol style="list-style-type: none"> <li>1. BRING CONTEMPORARY SELLING TEXT TO CLASS</li> <li>2. Students choose role-play groups</li> <li>3. CH 2 – Understanding Sellers &amp; Buyers</li> <li>4. CH 3 – Value Creation in Buyer-Seller Relationships</li> <li>5. In-class exercises</li> </ol>
2	TU 8-30	<ol style="list-style-type: none"> <li>1. BRING SPIN SELLING TEXT TO CLASS</li> <li>2. <b>Company/product assignment; DUE 9 a.m., Thursday 9-1</b> <ol style="list-style-type: none"> <li>a. Complete form – “role-play company(s)” (Canvas) and submit via email <a href="mailto:Davidson.399@osu.edu">Davidson.399@osu.edu</a></li> <li>b. Homework assignment to be reviewed in class and posted on Canvas</li> </ol> </li> <li>3. CH 1-6, SPIN Selling</li> <li>4. SPIN Selling in-class exercises</li> </ol>
2	TH 9-1  <b>COMPANY/PRODUCT ASSIGNMENT DUE</b>	<ol style="list-style-type: none"> <li>1. <b>Company names DUE, 9 a.m. TODAY</b> (via email)</li> <li>2. Review SPIN question role-play assignment</li> <li>3. <b>SPIN Questions Homework Assignment</b> – (graded) <b>DUE TU, 9-6, 9 AM</b>, via email, <a href="mailto:Davidson.399@osu.edu">Davidson.399@osu.edu</a> <ol style="list-style-type: none"> <li>a. Utilize SPIN question and outline form on Canvas</li> <li>b. Consolidate all work into <b>ONE</b> group submission</li> <li>c. Bring hard copy of SPIN homework assignment to class, TH 9-8</li> </ol> </li> <li>4. <u>Guest Speakers</u>: OSU Alums Brian Jones, Director of Training, TTI and Ian Korolenko, Ohio Valley Territory Manager, Techtronics Industries (TTi) Ohio Valley North Region – topic; discovering needs and building value</li> <li>5. Time-permitted; in-class work on SPIN homework assignment</li> </ol>
2	FR 9-2	<b>QUIZ #1</b> – Contemporary Selling CH 2 & 3; SPIN Selling, CH 1-6
3	TU 9-6  <b>SPIN QUESTION ASSIGNMENT DUE</b>	<p>BRING CONTEMPORARY SELLING TEXT TO CLASS</p> <ol style="list-style-type: none"> <li>1. SPIN Question Homework DUE TODAY, 9 AM – email form to <a href="mailto:Davidson.399@osu.edu">Davidson.399@osu.edu</a> and bring hard copy to class on TH, 9-8)</li> <li>2. CH 6, Prospecting &amp; Sales Call Planning</li> <li>3. In-class exercises; writing goals and sales call planning for role-plays</li> </ol>

Week	Date	Topic
3	TH 9-8  <b>ROLE-PLAY (SPIN)</b>	<ol style="list-style-type: none"> <li>Bring group SPIN questions to class</li> <li>10-Minute additional preparation at start of class                         <ol style="list-style-type: none"> <li>Refer to SPIN role-play assignment on Canvas</li> <li>Sales call goals, preparing the approach, and needs analysis questions</li> </ol> </li> <li>Groups randomly chosen to perform role-play                         <ol style="list-style-type: none"> <li>Each group will have 3 minutes max to present</li> </ol> </li> </ol>
3	FR 9-9	1. <b>Quiz #2</b> , Contemporary Selling, CH 6
4	TU 9-13	<ol style="list-style-type: none"> <li>CH 7, Communicating the Sales Message</li> <li><u>Guest speaker</u>: Jesse Meller, Sales Manager, Demand Generation, Bright Edge</li> </ol>
4	TH 9-15	BRING CONTEMPORARY SELLING TEXT TO CLASS <ol style="list-style-type: none"> <li>CH 8, Negotiating for Win-Win Solutions</li> <li>In-class exercises</li> </ol>
4	FR 9-16	1. <b>Quiz #3</b> , Contemporary Selling, CH 7-8
5	TU 9-20	<ol style="list-style-type: none"> <li>FABs &amp; Objections Assignment                         <ol style="list-style-type: none"> <li><b>DUE TH, 9-22, 9 AM via email <a href="mailto:Davidson.399@osu.edu">Davidson.399@osu.edu</a></b></li> <li>Assignment reviewed in class</li> </ol> </li> <li>Workshop (electronics permitted) – in-class work on FABs assignment</li> </ol>
5	TH 9-22 <b>FABs/OBJ ASSIGNMENT DUE</b>	BRING CONTEMPORARY SELLING TEXT TO CLASS <ol style="list-style-type: none"> <li>FAB &amp; objection assignment due TODAY, 9 AM</li> <li>CH 9, Closing the Sale and Follow-up</li> <li>In-class exercises</li> </ol>
5	FR 9-23	1. <b>QUIZ #4</b> , Contemporary Selling, CH 9
6	TU 9-27 <b>ROLE-PLAY (FABs &amp; OBJ)</b>	<ol style="list-style-type: none"> <li>FAB &amp; objection role-play                         <ol style="list-style-type: none"> <li>Role-play practice utilizes FABs and objections from homework assignment</li> </ol> </li> </ol>
6	TH 9-29	BRING CONTEMPORARY SELLING TEXT TO CLASS <ol style="list-style-type: none"> <li>CH 4, Ethical &amp; Legal Issues in Contemporary Selling</li> </ol>
6	FR 9-30	1. <b>Quiz #5</b> , Contemporary Selling CH 4
7	TU 10-4	<ol style="list-style-type: none"> <li><b>Final role-play</b> <ol style="list-style-type: none"> <li>Groups 1-5</li> </ol> </li> </ol>
7	TH 10-6 <b>LAST DAY OF CLASS</b>	<ol style="list-style-type: none"> <li><b>Final role-play</b> <ol style="list-style-type: none"> <li>Groups 6-10</li> </ol> </li> </ol>

## PHOTOGRAPHS

Please submit a headshot photograph via email to [davidson.399@osu.edu](mailto:davidson.399@osu.edu). Photographs are **due no later than Friday, August 26, 2016**. Submit **ONLY** the following formats: JPEG, JPG, or PNG. Photo size **MUST** be 100KB or larger file size.

## REVISIONS

The syllabus may be revised to accommodate changes in class enrollment.

## UNIVERSITY EXPECTATIONS

The University and College expectation is that students spend two hours outside of class for every hour spent in class. Since this course meets 3 hours per week, you should expect to spend 6 hours per week outside of class on course-related work.

## UNIVERSITY ATTENDANCE POLICY (FIRST WEEK OF CLASS)

University attendance policy first week of class: *Fisher College of Business strongly enforces University attendance policies. As per University rule 3335-8-33, any student may be dis-enrolled from a course for failure to attend by the first Friday of the term, or by the 3<sup>rd</sup> instructional day of the term, or by the second class meeting, whichever occurs first.* <http://trustees.osu.edu/rules/university-rules/rules8/ru8-33.html>