

## SALES MANAGEMENT MKTG4805-01D

### INSTRUCTOR INFORMATION

**NAME:**

Ken Hilderhoff

**OFFICE LOCATION:**

Miller – Room 2311

**OFFICE HOURS:**

Monday | Wednesday (8:00a – 5:00p) or by appointment

**CONTACT INFORMATION:**

Phone: 678-839-5425

Email: khilderh@westga.edu

Communication Preference: I prefer for you to contact me using your UWG email.

### COURSE INFORMATION

**DESCRIPTION**

The primary focus of this course centers on the sales development process and the effective management of the sales group at all levels...

1. Improve knowledge of the principles of sales and sales management
2. Increase leadership and motivational skills
3. Enhance self-confidence in a management capacity
4. Understand the importance of social media in a sales role
5. Learn the importance of effective selling practices – specifically consultative selling

**PREREQUISITES**

Refer to your counselor or the marketing department.

**DELIVERY METHODS**

This course is primary a lecture structured course with several ONLINE assignments and a team project for maximum student engagement.

## **LEARNING GOALS**

We will build on the following learning goals throughout the term:

### **FIRST GOAL**

Improve knowledge of the principles of sales and sales management

### **SECOND GOAL**

Learn the importance of effective selling practices – specifically consultative selling

### **THIRD GOAL**

Enhance self-confidence in a management capacity

### **FOURTH GOAL**

Understand the importance of social media in a sales role

### **FIFTH GOAL**

Increase leadership and motivational skills

## **TEXTBOOKS AND MATERIALS**

### **TEXTBOOK 1**

Sales Management, Analysis and Decision Making, Ingram 8e

ISBN-13: 978-0765626400

ISBN-10: 0765626403

### **TEXTBOOK 2**

Consultative Selling, Mack Hanan

### **TEXTBOOK 3**

The New Handshake, Sales Meets Social Media, Barb Giamanco

### **TEXTBOOK 4**

The Manager's Answer Book, Barbara Mitchell

### **COURSE MATERIALS**

Purchasing: Refer to Books Requirements in CourseDen for complete information.

## COURSE POLICIES

### LATE POLICY AND ATTENDANCE

**Attendance:** Attendance will be taken in each class period. If you miss more than two classes (unexcused absences), your course grade may be lowered by one letter grade. Therefore being absent from class will have a detrimental effect on your final grade. If you must be absent, contact me by phone and/or email immediately to find out what you missed so that you can be prepared for the next class (you may have to make up an assignment depending upon what is missed). Also, if you are more than 10 minutes late, you will be considered absent for the class. Please plan to arrive ON TIME and READY TO PARTICIPATE. If you are absent for a medical or another important “documented” reason, please provide documentation prior to class on the following class date.

**Class Preparation and Participation:** Come prepared to class to discuss chapter readings, demonstrate knowledge of the subject and ask questions. Enrich class discussion by sharing relevant information from your own personal and professional experiences. You will need to keep a “look out” for current events related to our coursework and assignments. NOTE: If your final grade is “borderline,” your level of class participation may make a difference in a full letter grade.

**Class Courtesies:** Arrive on time and avoid any early exits. If you need to arrive late or leave early, please contact me via email or telephone to let me know ahead of time. Avoid activities unrelated to the class (checking email, working on your computer, sending text messages, etc.) or points will be deducted. **Be sure cell phones and other messaging devices are off and out of sight during class or class participation points will be DEDUCTED.** Close your computer during peer presentations.

## ASSIGNMENTS

Type all documents on 8.5 x 11” letter-quality paper using Times New Roman or Arial with margins of 1” in black ink. No handwritten assignments will be accepted . Assignments must be saved with **.doc** or **.docx** extension when submitting to a drop box with your last name. Student work should display the correct spelling, punctuation, and grammar rules for all assignments.

**Deadlines:** Turn in all assignments on the dates specified in this syllabus and CourseDen. You will earn a “0” for missing the deadline of an assignment/activity or failing to deliver your presentation as scheduled. If you miss a deadline due to a *verifiable* emergency, contact me at [khilderh@westga.edu](mailto:khilderh@westga.edu) or (678) 839-5425 immediately, and I will consider a make-up or alternate assignment based on the circumstances (a late penalty may apply).

**Presentations:** Speak to the “class” during your presentations and not to me. Turn in any required documents and practice your presentation. Dress professionally for the “Team Project” presentations— this will be a must in a business environment.

## GRADING

	POINTS	WEIGHT
<b><u>PARTICIPATION</u></b>	<b><u>200</u></b>	<b>10%</b>
Class participation and attendance	200	
<b><u>INDIVIDUAL ASSIGNMENTS</u></b>	<b><u>500</u></b>	<b>25%</b>
Consultative Selling reading and report	100	
Inspirational Sales and Training video	50	
The New Handshake – Social Media	100	
Chapter 1 Assignment	50	
Chapter 3 Assignment	50	
Chapter 6 Assignment	50	
Chapter 8 Assignment	50	
CRM Assignment	50	
<b><u>TEAM PROJECTS</u></b>	<b><u>500</u></b>	<b>25%</b>
Sales Plan Presentation - Team	200	
Sales Plan Presentation– Individual	100	
Sales Plan Document – Team	200	
<b><u>EXAMS</u></b>	<b><u>950</u></b>	<b>45%</b>
Exam 1	250	
Exam 2	250	
Leadership Quiz	100	
Manager’s Answer Book	100	
Final Exam	250	
<b><u>TOTAL POINTS / ERCENTAGE</u></b>	<b><u>2,150</u></b>	<b>100%</b>

Week		Date	Topic	Assignments/Due Dates
1	C	Aug 15 (W)	Orientation   Overview of Course	READ CHAPTERS  PRIOR TO LECTURE
2	C	20 (M)	<b>Chapter 1:</b> "Changing World of Sales Management"	
	C	22 (W)	<b>Chapter 2:</b> "Overview of Personal Selling"  ---- Intro to Consultative Selling	<b>Due:</b> Chapter 1 (drop box) 8.22
3	O	27 (M)	<b>"Consultative Selling"</b>	<b>Read</b> "Consultative Selling" by Mack Hanan
	O	29 (W)	<b>"Consultative Selling"</b>	<b>Due - Book Report.</b>  See CourseDen for assignment details.  CONSULTATIVE SELLING (drop box) 8.31
4		Sep 3 (M)	<b>LABOR DAY (NO CLASS)</b>	
	C	5 (W)	<b>Chapter 3:</b> "Organizational Strategies and the Sales Force Function"  <b>Chapter 4:</b> "Sales Organization and Sales Force Deployment"	<b>Due:</b> Chapter 3 & 4 (drop box) 9.7
5	O	10 (M)	<b>"Inspirational Sales and Training"</b>  <b>Grant Cardon</b>	<b>Due:</b> View video provided on URL link.  Refer to CD for assignment details.  Drop box – 9.10
	C	12 (W)	<b>Chapter 5:</b> "Acquiring Sales Talent, Recruitment and Selection"	<b>Review practice quizzes for Exam</b>
6	C	17 (M)	<b>EXAM 1: Chapters 1-5</b>	<b>Bring No. 2 Pencil</b>  <b>Scantron provided</b>
	O	19 (W)	<b>"The Manager's Answer Book"</b>	<b>Read and prepare for quiz on Monday:</b>

Week		Date	Topic	Assignments/Due Dates
				Sections: 1,2,3,5 ONLY
7	C	24 (M)	"The Manager's Answer Book"	Quiz and review
	O	26 (W)	<b>Chapter 6:</b> "Continual Development of the Sales Force Trainin  <b>Chapter: 7:</b> "Sales Leadership"	
8	O	Oct 1 (M)	"12 Ignitors of Sales Leadership"	<b>Due:</b> Chapter 6 (drop box) 9.28  <b>Assignment:</b> View video and review the 10 Power Point slides for quiz on 10.3
	C	3 (W)	Quiz from "12 Ignitors---"  <b>Chapter 8:</b> "Motivation and Reward System Management	<b>Due:</b> Chapter 8 (drop box) 10.5
9	O	8 (M)	"The New Handshake-  Sales Meet Social Media"	<b>Read</b> "The New Handshake"  by Barb Giamanco
	O	10 (W)	"The New Handshake-  Sales Meet Social Media"	<b>DUE: Book report - details in CD under "New Handshake" (drop box) 10.12</b>
10	O	15 (M)	Customer Relationship Management	DUE: CRM Assignment (drop box) 10.15
	C	17 (W)	<b>Chapter 9:</b> "Evaluating the Effectiveness of the Organization"  ----- <b>Chapter 10:</b> "Evaluating the Performance of Sales People"	<b>Begin to "Review Study Quizzes"</b>
11	C	22 (M)	<b>EXAM 2: Chapters 6-10</b>	<b>Bring No. 2 Pencil</b>  <b>Scantron provided</b>
	C	24 (W)	"12 Tips on How to Manage a Successful Sales Team"	

Week		Date	Topic	Assignments/Due Dates
12	O	29 (M)	<b>"TEAM PROJECT – SALES PLAN"</b> - Review of Team Project - Team assignments - Product selection  <b>** ATTENDANCE MANDATORY **</b>	Due: Team Document (drop box or in class on 10.29) by 10.31
	O	31 (W)	Project Team Meetings	Team Meetings
13	O	Nov 5 (M)	Project Team Meetings	Team Meetings
	O	7 (W)	Project Team Meetings	Team Meetings
14	O	12 (M)	Project Team Meetings  No Class	Team Meetings
	C	14 (W)	Team Presentations  <b>**ATTENDANCE MANDATORY**</b>	Due: All "Team Proposal" documents (11.14)
15		19-23 (M-F)	THANKSGIVING BREAK	
16	C	26 (M)	Team Presentations  <b>**ATTENDANCE MANDATORY**</b>	
	C	28 (W)	Team Presentations  <b>**ATTENDANCE MANDATORY**</b>	
17	O	3 (M)	Study Day	Review Study Guide for FINAL EXAM
	C	5 (W)	FINAL EXAM  "Consultative Selling &  The New Handshake"	Bring No. 2 Pencil  Scantron provided
18		Dec 8-14	UWG FINAL WEEK  NO CLASSES	

