



School of Business | Camden

### **Personal Selling**

52:630:355:01, Spring 2018

Class Meetings: Tuesdays and Thursdays – 8:00 – 9:20 a.m.

Location: BSB109

**Professor:** Professor Richmond  
**E-mail:** krichmon@camden.rutgers.edu  
**Office Hours:** A meeting can be arranged at any mutually convenient time.

### **Course Overview**

Personal selling is a part of every day life and an important aspect of every profession. This is an interactive course designed to give students practical experience in the areas of personal selling and personal branding. Students will learn the following key concepts:

- The seven steps of the personal selling process and how to apply them in real world situations
- The role of business ethics in sales
- The role of relationships and networking in business and sales; how to build and maintain an effective network
- How to effectively leverage LinkedIn to build and maintain a professional network
- How to communicate effectively in all methods – verbal, written, and electronically
- How to write an effective sales proposal
- How to sell yourself as a brand

Students will apply knowledge of personal selling to create a sales proposal and present it to sales professionals.

### **Required Materials**

**Required Textbook:** *The Power of Selling*, by Kimberly Richmond, Flat World Knowledge, ISBN13: 978-1-936126-00-2.

### **How to Access and Purchase the Textbook and Study Aides:**

This textbook is available at (pricing is below):

<https://students.flatworldknowledge.com/course/2575665>

### **Book Purchase Options:**

- \$29.95 **Online Access** Online Access to your digital book.
- \$49.95 **Online Access + Ebook Downloads** Read anytime, anywhere. You get Online Access, PDFs, and Ebook files for your digital devices, such as iPad, Kindle, Nook, etc.
- \$54.95 – **Online Access + Color Textbook** Add a high-quality, four-color textbook to Online Access for both screen and paper reading comfort.
- \$74.95 – **Online Access + Ebook Downloads + Color Textbook** Expand your options for reading with a high-quality, four-color textbook, Ebook files for all your devices, and Online Access any time.

**Other Required Reading:** Students should be fluent in current events in the business world and be able to discuss them in class each week. Current events in business can be found in business, sales, and marketing publications and websites such as Sellingpower.com, Salesandmarketing.com, Entrepreneur.com, Fastcompany.com, Inc.com, Mashable.com,

Marketing 355 – Personal Selling

*Wall Street Journal, Business Week, Philadelphia Business Journal* or in the business sections of *New York Times, USA Today, Philadelphia Inquirer, CNN.com, Google* and *Yahoo* or on *CNBC, Fox Business News, or Bloomberg* websites or TV stations.

**Nature of the Course**

Course activities include lectures and discussions, in-class role-plays and activities, individual homework assignments, a LinkedIn semester-long assignment, a team sales project, and two exams. It is the student’s responsibility to do the assigned reading before class. Each student is expected to come to class ready, willing and able to discuss the materials assigned for each day and participate in role-plays and other class activities. Student participation in class discussions is essential, and attendance at all class meetings is expected.

**Class participants should allow ample time for team meetings outside the classroom throughout the semester.**

**Grading**

Final grades will be determined based on the following components. Each is described in more detail below.

Midterm Examination	20%
Final Examination	20%
Team Sales Project (Proposal & Presentation)	25%
Team Written Assignments	5%
Individual Homework Assignments (including VoiceThread)	15%
LinkedIn Project	10%
Class Participation	<u>5%</u>
Total	<u>100%</u>

**Grading Scale**

Grades will be assigned based on the following scale:

To achieve this grade:	You must earn a minimum of this:
A	90
B+	85
B	80
C+	75
C	70
D	60
F	any grade less than 60

**All grades are final.** Remember, the time to discuss any problems you are having with the course and/or the grades you've received is during the semester, not after classes are over.

All assignments and projects must be submitted on time using proper grammar and correct spelling. Deductions will be made for errors and late submissions.

**To receive a grade of “A” on an assignment or project you must:**

- Clearly demonstrate that the assignment was understood, follow all directions and complete all parts of the assignment.
- Relate assignment topic to lecture discussion and assigned readings.
- Demonstrate research beyond the course text and lecture material.
- Demonstrate a depth of analysis that proves an understanding of the concepts in question.
- Communicate clearly and thoroughly.
- Put forth an effort that goes beyond merely answering the assigned questions or completing the given task.
- Demonstrate excellent communication skills including correct spelling and grammar.
- Submit the assignment on time.

**Exams**

Two exams, consisting of a combination of multiple-choice, short-answer, and essay questions, will be administered as noted in the course schedule. The second exam will be comprehensive. Students must take the exam in the classroom at the designated time. **There will be no make-ups for exams and exams must be taken in the classroom. If an exam is missed, the student will receive a zero as the grade for the exam.**

It is expected that students will arrive on time for each exam. **Any student that is late for an exam will be docked 5 points on his/her exam grade.**

**Team Sales Project**

All students will participate as part of a Sales Team to create a sales proposal and presentation using the guidelines outlined in the Sales Team Project Guidelines (posted in Sakai on January 18). All Sales Teams will present their proposals on **the designated date and time for the Final Exam.**

The Team Sales Project will be completed throughout the semester and includes the following:

- **Sales Team Choice and Team Name.** Students will choose their team members by January 23. Final assignments will be confirmed by end of day on January 23. Each Sales Team will choose a name and submit it in class on **January 25.**
- **Sales Project Team Homework Assignments** – There are two written team assignments in addition to the final sales proposal. The team assignments (as well as the individual assignments) are designed to help you develop your sales proposal and presentation. The team written assignments are indicated on the course schedule on the last page of this document. Details are included in the Assignments folder in Sakai.
- **Sales Project Individual Homework Assignments.** These assignments are due on the dates outlined in the course schedule. The assignments should be done individually not be discussed with the team (or with any one else) prior to submission. Requirements for each assignment are included in the Assignments folder in Sakai.

Written Assignments (2 written assignments)

Written assignments must be typewritten (double-spaced) and submitted in hard copy at the beginning of class and posted to Sakai in the appropriate place in the Assignments folder no later than 11:55 p.m. on the due date. **Any assignments not submitted in both hard copy or on Sakai will incur a 3-point deduction for each element that is not submitted on time.** Assignments will not be accepted after the due date. Assignments will not be accepted via email.

VoiceThread Assignments (4 VoiceThread assignments including 1 for extra credit)

Assignments designed by “VT” on the course schedule are required to be recorded and submitted using the VoiceThread tool in Sakai.

To begin VoiceThread, click on the VoiceThread icon on the course page and then click on “Press to continue to external tool”. Click on the three vertical lines in the upper left corner and choose “Go to VT Home” and you will find short tutorials to show you how to use the VoiceThread tool. NOTE: VoiceThread does not play well with Safari so it’s best to use Chrome or Firefox.

**All VoiceThread assignments must be posted by 11:55 p.m. on the due date. Any VoiceThreads submitted after the due date will not be accepted for credit or feedback.**

You will find it helpful to review these short tutorial videos about how to use VoiceThread prior to your first use.

<https://idt.camden.rutgers.edu/2014/11/06/student-documentation/>

Here are some troubleshooting techniques in case you are having audio recording problems.

<https://idt.camden.rutgers.edu/2016/01/14/fixing-audio-recording-problems-in-sakai-voicethread/>

- **Sales Proposal Draft Submitted by Each Sales Team.** The draft will not be graded but is used as a means to provide feedback to each sales team about the progress of the Team Sales Project including areas for additional research, analysis, brainstorming, and development. Each team is required to turn in a draft of the team’s sales proposal per the date designated on the course schedule. **The draft is due in hard copy at the beginning of class on March 22 and posted to Sakai in the appropriate place in the Assignments folder no later than 11:55 p.m. on the due date. Each member of the Sales Team must submit the team’s document to Sakai.** Only one copy of the hard copy draft proposal is required per team. **Students that submit a draft late will be docked 10 points on their Team Sales Project if a draft is late.** Drafts will not be accepted past the due date.

Feedback on the draft will be provided in a meeting that will take place at the time of each team’s choice (based on a scheduled provided) between **March 23 and March 29**. All sales team members must be present for the Sales Meeting (Draft feedback

meeting). **Any team member does not attend the Team Sales Meeting will receive a 5-point deduction on the final grade for the project.**

- **Final Sales Proposal Submitted by Each Sales Team.** The approximate length of the sales proposal is 15+ double-spaced pages not including appendices. Each sales proposal must include all the elements in the outline included in the Sales Team Project Guidelines. Each Sales Team will be graded on the quality of analysis, appropriateness and creativity of recommendations, clarity, and other relevant aspects of the proposal.

**The sales proposal is due at the beginning of class April 24.** One hard copy of each Sales Team's sales proposal is due at this time. **Any sales proposals that are not turned in complete at this time will not be accepted and team members will be docked 10 points. Late submissions will not be accepted.**

- **Final Presentation of the Sales Proposal by Each Sales Team.** Each sales team will make a 15-minute presentation (including Q&A) during the time designated for the final exam. Sales professionals will act as a panel of Executive Judges. Each sales Team member is required to participate in the Sales Team's presentation, and attendance at the full session is required. **Any student who does not participate equally or is not present at the entire session will receive a zero for the project. Each student must submit a copy of the Sales Team's final sales presentation to Sakai by 11:55 p.m. on the day of the presentation.**
- **Peer Evaluation.** Each agency team member will complete an evaluation of himself/herself and each of his/her team members. The evaluation form is due in Sakai (in the Assignments folder) no later than **April 30 at 11:55 p.m.** **Any team member that does not submit a peer evaluation will be docked 5 points on his/her Team Sales Project.** Peer evaluation forms will not be accepted after the due date; peer evaluation forms will not be accepted in hard copy.

The Sales Team Project Guidelines document (posted in Sakai on January 18) describes the project in more detail.

### **LinkedIn Project**

This project will be due in three parts throughout the semester. The project will be completed on LinkedIn; no other submissions are necessary. Each student's starting point and progress will be posted in Sakai in the assignment titled "LinkedIn Progress Reports".

#### **Part 1 – To be complete no later than February 8**

- Create/complete profile including a professional picture; the following areas in your profile must also be completed – Title, Summary, Experience, and Education.
- Customize your public profile URL.
- Join "The Power of Selling" group.
- Join at least 4 other groups, including "Rutgers University Alumni" group.
- Add an average of at least 5 new connections per week throughout the semester (for a total of at least 5 new connections for this part of the assignment).

#### **Part 2 – To be complete no later than March 8**

Marketing 355 – Personal Selling

- Participate in or create a discussion on “The Power of Selling” group (ask a question or engage the conversation about a topic or current event). If your comment/discussion gets at least 3 comments (from members of the group outside the class; classmates from Rutgers do not qualify), you will earn 2 extra points on your Mid-term Exam grade.
- Follow at least 5 new people, organizations or influencers.
- Add an average of at least 5 new connections per week throughout the semester (for a total of at least 20 new connections since February 8).

**Part 3 – To be complete no later than April 12**

- Join at least 5 more groups (for a total of 10 new groups).
- Participate in or create a discussion on “The Power of Selling” group (ask a question or engage the conversation about a topic or current event). If your comment/discussion gets at least 3 comments (from members of the group outside the class; classmates from Rutgers do not qualify), you will earn 2 extra points on your mid-term exam grade.
- Add at least 1 new recommendation from a professional (other than me; classmates from Rutgers do not qualify).
- Add an average of 5 new connections per week throughout the semester (for a total of at least 50 new connections since February 8).

**Extra Credit**

There is an opportunity to submit an extra credit assignment worth up to 2 points on the grade for the Mid-term Exam. The assignment includes creating your cover letter and resume using the concepts covered in the *Selling U* portion of the textbook. The concepts will be covered in class prior to the due date.

**Class Participation**

The class includes in-class discussions and role-plays. As an important component of your educational experience, the quality of your involvement in these in-class activities will contribute to your class participation grade. Students are responsible for all material and discussion (including role plays) covered in class. Class participation grades will be given based on the following scale:

- |   |   |
|---|---|
| 0 | Not present or detracted from discussion  |
| 1 | Present, did not contribute   |
| 2 | Present and contributed   |
| 3 | Made valuable contributions (which reflect reading of the text and outside reading material prior to class) |

**Course Policies**

Professional conduct is expected from all course participants. Punctuality, preparedness, and high-quality participation, papers, and presentations are expected. You are responsible for all announcements made in class including schedule changes. In addition, the following standards are in place:

**Sakai and Rutgers Email:** Your Rutgers email account is the official form of communication for this class. You should check this account regularly for any class announcements (e.g. changes in assignments, cancellations, etc.).

Marketing 355 – Personal Selling

All required assignments must be posted as noted to Sakai to the appropriate place in the Assignments folder by 11:55 p.m. on the due date. Do not submit assignments via email as they will not be accepted. Any assignment not posted on time will incur a point deduction as described above. Any assignment posted one week or more after the due date will not be accepted and will be given a zero for the assignment. All LinkedIn assignments must be submitted to LinkedIn by 11:55 p.m. on the designated date.

**Technology is not an excuse for a late assignment unless the Sakai system has a documented outage.** It is your responsibility to contact the Help Desk and get the situation resolved by the due date if you are experiencing any technical problems.

All assignments must be submitted in standard file format of Word, Excel, PowerPoint, or PDF. If a file format is submitted that cannot be opened, the assignment will be graded as zero.

**Grades:** All grades will be posted to Sakai within 7 working days of submission. Grades for each assignment, test and participation will be posted and will be reflected in the cumulative grade. **The cumulative grade shown in Sakai reflects the current grade earned for all tests, assignments, and participation to date.**

**Electronic Devices:** All electronic devices must be turned off before class begins. This includes mobile phones, iPods, iPads, laptops, smart phones, etc. **Students using any electronic device during class will be given a zero for class participation for that class.** When anyone leaves class, it is assumed that the reason is to use an electronic device. **Therefore, anyone that leaves class for any reason will receive a zero for the class.**

**Class Disturbances:** Students talking with each other during class can disturb others who wish to listen to the lecture or participate in class discussions. Students that are disrupting the class and talking during class (about subjects unrelated to the class of course) will be asked to leave.

**Punctuality:** Coming into class late is a disruption to the rest of the class and is unprofessional. Any student who is consistently late for class will be docked on his/her class participation grade.

**Academic Integrity:**

“Academic integrity requires that all academic work be wholly the product of an identified individual or individuals. Joint efforts are only legitimate when the assistance of others is explicitly acknowledged...The principles of academic integrity entail simple standards of honesty and truth. Each member of the university has a responsibility to uphold the standards of the community and to take action when others violate them...Students are responsible for knowing what the standards are and for adhering to them. Students should also bring any violations of which they are aware to the attention of their instructors.” Students are expected to be familiar with and abide by the University policies found at [http://deanofstudents.camden.rutgers.edu/academic\\_integrity](http://deanofstudents.camden.rutgers.edu/academic_integrity).



**Plagiarism:** This includes copying work from another student and using words or ideas from another author without acknowledging the source. While it is acceptable and even encouraged to discuss your work with other students, professionals, or friends, your writing must be your own. If you use words or ideas, published or unpublished, of another author, you must clearly acknowledge that source. This includes both direct quotes and paraphrasing ideas not commonly held by typical students. For example, you do not need to use a citation when talking about the types of programs available on network television but you would need to use a citation if you give exact numbers of network television viewers that you found in an Internet or magazine article.

**Cheating on Exams:** Cheating in any form is totally unacceptable. Students found to be giving or receiving help on exams will automatically receive a grade of “F” for the course and the offense may result in the student being expelled from the University.

**Students with Disabilities:**

Students who are seeking an accommodation because of a disability are directed to the website <http://learn.camden.rutgers.edu/disability/disabilities.html> or they can contact the Camden campus Disability Coordinator, Mr. Tim Pure at 856-225-6442, Armitage Hall Room 240. The email address is [disabilityservices@camden.rutgers.edu](mailto:disabilityservices@camden.rutgers.edu). All contact will be considered confidential.



Marketing 355 – Personal Selling

**Course Schedule**

<b>Week of</b>	<b>Reading – <i>The Power of Selling</i></b>	<b>Sales Team Assignments</b>	<b>Individual Assignments</b>	<b>Exams</b>
Jan. 16	Chapter 1 – The Power to Get What You Want in Life	-	Resume + Introduction Sheet in Sakai (Jan. 11) Elevator Pitch in class (Jan. 16)	-
Jan. 23	Chapter 3 – The Power of Building Relationships: Putting Adaptive Selling to Work	Sales Team Choices (Jan. 23) and Sales Team Names (Jan. 25)	Elevator Pitch VT (Jan. 23)	-
Jan. 30	Chapter 5 – The Power of Effective Communication	Sales Team Products/Services due (Feb. 1)	Current Events VT (Jan. 30)	-
Feb. 6	Chapter 4 – Business Ethics: The Power of Doing the Right Thing Chapter 6 – Why and How People Buy: Understanding the Customer	-	LinkedIn, Part 1 (Feb. 8)	-
Feb. 13	Chapter 7 – Prospecting and Qualifying: The Power of Identifying Your Customers	Product Details – Situation Analysis, SWOT + Persona (Feb. 13)	-	
Feb. 20	Chapter 8 – The Preapproach: The Power of Preparation	-	Prospecting and Qualifying (Feb. 20)	
Feb. 27	Chapter 9 – The Approach: The Power of Connecting Final Exam (2/29)	-	Preapproach – Prospect Discovery (Feb. 27)	<b>Mid-term Exam (3/1)</b>
March 6	Chapter 10 – The Presentation: The Power of Solving Problems	-	Approach VT (March 6) LinkedIn, Part 2 (March 8)	-
March 13	Spring Break – no class		-	-
March 20	Chapter 11 – Handling Objections: The Power of Learning from Opportunities	Sales Proposal Draft Due (March 22)	Handling Objections VT (March 20)	-
March 27	Chapter 12 – Closing the Sale: The Power of Negotiating to Win	Sales Meetings - Proposal Draft Review (March 22 - 29)	Closing VT (March 29)	-
April 3	Chapter 13 – Follow-up: The Power of Providing Service That Sells Chapter 15: Entrepreneurial Selling: The Power of Running Your Own Business	-	-	-
April 10	Chapter 2: Careers in Sales: The Power of Choosing your Path Chapter 14: The Power of Learning the Ropes	-	LinkedIn, Part 3 (April 12) Extra Credit Assignment (April 12)	-
April 17	Big Idea Sales Meetings (4/17) Final Exam (4/19)	Sales Meetings – Big Ideas – April 17	-	<b>Final Exam (4/19)</b>

Marketing 355 – Personal Selling

<b>Week of</b>	<b>Reading – <i>The Power of Selling</i></b>	<b>Sales Team Assignments</b>	<b>Individual Assignments</b>	<b>Exams</b>
April 24	Presentation Requirements and Tips (4/24) Presentation Rehearsal (4/26)	Final Sales Proposal due (4/24) Peer Evaluation due (4/30)	-	
Final Exam Time - TBA		Final Sales Presentation + Presentation due in Sakai		

---

<sup>i</sup> Academic Integrity Policy is found at: <http://academicintegrity.rutgers.edu/policy-on-academic-integrity>