

Fall, 2012

SAINT MARTIN'S UNIVERSITY

COURSE SYLLABUS

Business Administration

Management of the Sales Force (BA 355) (3)

(Revised 8-2012)

Class Meeting Time: Monday, Wednesday, Friday @ 8:00 a.m.-8:50 a.m.
Instructor: Paul Patterson
Office: Room 378, Old Main
Office Hours: MWF 2-3:00p.m; Tues. Thurs., by appointment
Telephone: Office, 360-438-4373;
Assistant: Keri Olsen, 360-438-4512
Fax: 360-438-4522
Email: ppatterson@stmartin.edu
Text: Sales Management; Shaping Future Sales Leaders
Tanner, John F. Earl Honeycutt, Robert Erffmeyer. Pub. Prentice Hall, Pearson Education upper Saddle River, New Jersey.
ISBN 13-978-0-13-232412-0

Pre-Assignments:
Read Ingram, Chapter 1

Course Description:

We live in exciting and challenging times. Existing sales organizations are undergoing "revolutionary" changes brought forth by rapid technological changes, increased product complexity, global competition and increasing ethical concerns related to selling. Simply stated, customers and clients demand higher levels of service and substantial value added to what they purchase. Today's successful businesses seek and demand long term customer/supplier relationships leading to strategic partnerships. To remain relevant, today's sales force needs to deliver a higher level of professionalism to increasingly sophisticated customers. This course addresses elements that make up and manage that marketing and sales professionalism.

Required Texts and Materials:

See above text reference.

Recommended Supplementary Learning Resources:

Management of a Sales Force, 12th Ed. Spiro, Rich, Stanton, ISBN 978-0-07-352977-6, McGraw-Hill/Irwin, 2008.

Professional Sales Management, 3rd Ed. Anderson, Hair, Bush, ISBN 0-87393-751-1, Dame Publications, 1999.

Friedman, Thomas L. The World Is Flat. (Amazon.com @\$18.00) and Flat, Hot and Crowded These books offer a very comprehensive view of the impact of technology upon business in the 21st century.

The Relationship of Course to Program Curriculum:

BA 355 is a marketing area of concentration requirement in the Bachelor's, Business Administration Program.

Entry Competencies and Requirements:

Students entering this course are expected to:

1. **Write at the college level.**
2. Have access to and utilize a word processor in preparation of written submissions. **Correct use of grammar is a requirement.**
3. **Attend all classes.** *Be on time.* Your active participation is necessary. You are an experienced customer and have either experienced salespeople or have been a salesperson yourself. Please note **60 points** are possible for class participation. You cannot participate if you are late or absent!
4. **Actively support and materially participate in student team assignments.** Successful team participation is a significant part of your grade. **You will be given a hand-out regarding both oral and written presentations as well as your rights and obligations as related to team participation.**

Learning Outcomes:

During the sales force management course, you will study key management concepts that can enhance your ability to train, motivate and direct personal sales people. Through this course and upon its successful completion, you will be able to:

1. Apply sales force management concepts to solving managerial issues
2. Analyze in written and oral presentation form, the use, or lack thereof, of basic sales force management principles related to specific business situations.

3. Understand and identify sales force management issues and opportunities and how personal selling can be applied to achieve organizational objectives.
4. Organize and effectively deliver both individual and team presentations.

Activities To Meet Objectives:

1. Extensive class analysis and discussion of text materials, text book and provided material hand-outs.
2. Team oral presentations of chapter "Mini Cases" and related materials.
3. **An individual written scholarly critical article analysis.** Do not be creative with the paper format. More on this individual assignment is provided below.
4. As part of a **class team project**, you will prepare a **written analysis and oral presentation**. Your team will act as a consultant to a company's field sales or outside sales force. **This written analysis will focus on recommended sales management action and will be no less than ten typed double spaced pages.**
5. Closed book/notes interim examinations, papers, presentations and final written examination.

Coursework and Grading Scheme:

<u>Criteria:</u>	<u>Possible Points:</u>	<u>Grading:</u>	
Written Article Analysis	40	95-100 =A	80-81 = C+
"Field sales management" presentation	100	92-94 = A-	75-80 = C
Class discussion, team case presentations	60	90-91 = B+	72-74 = C-
Midterm examination	75	85-89 = B	70-71 = D+
Final examination	100	82-84 = B-	65-69 = D
			62-64 = D-
			0 -61 = F
Total Possible Points:	375		

$\frac{\text{Total Points Earned}}{\text{Total Possible Points}} \times 100 = \underline{\hspace{2cm}} \%$.

The percent answer will be converted into the final grade you earn.

HAND IN ALL ASSIGNMENTS ON THE DATE DUE:

1. Come to class prepared to participate:

Read assigned chapters and contribute to the class discussion.

2. Team case presentations:

You will develop and polish your team presentation skills in preparation for your term presentation. Team case presentations are limited to 10 minutes. Identify, analyze and present key issues contained in the case as well as your recommended action. Prepare for class questions. Presentations are graded by your peers and the instructor.

3. Scholarly* Critical Field Sales Management Article Analysis:

Your scholarly critical article analysis will familiarize you with library business sales management sources. Ask the research librarian for suggestions regarding accessing various research tools and databases. The steps to access JSTOR from the Saint Martin's web site are indicated at the end of this syllabus under reference resources.

The article you choose should be no older than five (5) years. Select your subject from the below list of 5 subject areas. Follow the requirements outlined in the "Oral and Written Presentation Advice" hand-out. Avoid plagiarism by using proper citations. Be sure the article source you analyze is "scholarly".

The objective of your paper is not to restate the article. It is to analyze the author's position in terms of credibility and factuality. Address the bulk of your paper to answer whether the author is convincing. Utilize sales management concepts and terms to support your analysis.

Please keep your paper length between four and six pages, double space, 12 pt. type, Times New Roman. This is a formal paper requiring the proper MLA format and citations. Do not be creative in paper format.

Note: **Incorrect grammar or format will result in rejection of your paper.** MLA formatting (including use of references and citations) is a requirement. An excellent outline for using MLA format is the Purdue University Online Writing Lab at <http://owl.english.purdue.edu/owl/> or Google "Purdue Owl".

* If you ask, "How do I determine what is a scholarly article?" you might wish to consult the following reference: www.csuchio.edu/lins/handouts/scholarly.pdf

The article you select must be of the same scholarly level as those shown on the JSTORS web site. In short, the article must contain formal references (citations). **Limit your article search to the following sales management areas and reference the below area you have selected in step one below:**

1. Business to Business Selling
2. Ethics, the Law and Sales Leadership
3. Time and Territory Management
4. Assessing Individual Salesperson Performance
5. Recruiting and Selecting the Right Salespeople
6. Motivating and Rewarding Salespeople

*Your paper will be graded based on the persuasiveness of your support for the position you take. Please structure your critical analysis presentation along the follow outline:

NOTE: To obtain maximum credit, these elements must be addressed in your review. (**Don't restate the article**). **Number and address** each of the steps shown below.

<u>Value</u>	<u>Step</u>	
10%	Step 1:	Provide your own "Article Abstract". State the above subject area by number and subject you are writing on.
10%	Step 2:	State article relevance to course. How/why is the article relevant?
10%	Step 3:	Is the author's presentation logical? Is the author convincing to you? Why? Is his/her premise reasonable? Do conclusions logically follow?
25%	Step 4:	What are the article's strengths and weaknesses? Identify the article's major strengths and its major weaknesses.
20%	Step 5:	What's your basis for agreement or disagreement with the author? What points do you agree/disagree with and why?

- 15% Step 6: What is the quality of the bibliographical references? That is, what additional support does the author offer to his position? What is the quality of that supporting documentation?
- 10% *Form: Use correct MLA format regarding grammar, spelling, punctuation and referencing. Use a current word processor and correct your spelling and grammar before submission. Significant grammatical errors will result in paper rejection.

100%

Include in your submission:

- a **MLA formatted cover sheet;**
- **numbered pages following MLA format.**
- attach a copy of the article

Note: Two writing style references are:

Furberg, Jon & Richard Hopkins. College Style Sheet. British Columbia: Bendall Books, 1993. Slade, Carole Form Style. New Jersey: Houghton Mifflin Company, 2000.

Please feel free to discuss your progress with me at any point. The **grade you earn** is determined by the treatment you give your assignments. Follow assignment requirements, be analytical (how well you address the assignment) and then produce a workman like product worth of your name.

2. Team case presentations:

Each chapter presents a "mini case" which supports chapter subjects. Teams will orally present these cases addressing significant issues brought up in the case. No written materials need be submitted. Limit these presentations to not more than 10 minutes. Identify key management issues and analyze courses of action. Use business terminology and concepts related to the course in your presentations. Address all questions related to the case. Presentations will be peer and instructor evaluated.

3. Sales Force Management Consulting Presentation:

Note: Your team is a management consultant addressing realistic sales management issues. Working with your student colleagues, **your objective is to clearly demonstrate course mastery by using terms and concepts learned during the course to identify and offer courses of action to resolve identified sales management issues related to the course case assigned. Don't spend time explaining the business. The class is required to read cases assigned.**

Expand your research beyond the text case. Seek outside information what you believe are the key case issues. Reference those sources in your discussion and term paper. Your oral presentation should last 20-25 minutes. Do not allocate more than two minutes in your oral presentation, or more than one page in your written paper regarding case background.

The team's term presentation and written report must be a collaborative effort **by all team members. Follow the "oral and Written Presentation Advice" hand-out regarding written and oral presentation requirements.** Term presentation companies will be assigned by drawing one of the below companies:

Text Cases:

1. The Plantation
7. Case #7, Pacific Medical Supply
8. Case #8, AGFAR Corp.
9. Case #9, Freedom Telecom
10. Case #10, The Sarasota Journal
11. Case # 11 Concord and Associates
12. Case #12, Cannon Associates

A **presentation outline is required**. Once a case is assigned, changes become problematic. Confirm team make-up and company assignment by business memo to your instructor.

Grading Criteria:

* Use of sales force management concepts,	20%
* Development of specific sales force management Problem with secondary research outside the case	35%
* Written paper submission: form and grammar	15%
* Oral Presentation leading to recommended action	30%

Total: 100%

*Oral Presentations are peer and instructor graded

In addition, team members will complete a "Member Participation Evaluation For Team and Group Projects". Read and understand the "Student Rights and Responsibilities Course Team Performance Member Contribution Evaluation and Grading" hand-out.

Note: Both the oral presentation and the written submission must address the above points to receive the maximum points possible. The written team paper will be turned in the final day of scheduled class (not the final examination date). Oral presentation order will be determined by lot drawing.

Please include copies of oral presentation materials in your written submission as well. If you wish this material returned to your team, please bring a self-addressed and stamped envelope the final day of class, **or pick up the graded presentation at my office. If you request mailing, please be sure you have the necessary postage affixed.**

Possible Team Mistakes:

- Assigning team members to type various sections, ending up with different fonts, extensive grammatical errors, and little continuity, a failing grade.
- Failing to use concepts and business terminology presented during the course.
- Insufficient research related to key sales management concepts
- **Plagiarizing the submission leading to action discussed in the hand-out materials.**

Please note:

1. If you need course adaptations or accommodations because of a disability, if you have medical and/or safety concerns to share with me, or if you need special arrangements in case the building must be evacuated, please make an appointment with me as-soon-as possible.
2. Both the Learning Center and Writing Center provide tutoring in a wide range of subjects; learning consultations, study group assistance and supplementary learning resources. To learn more about resources available to you, visit: www.stmartin.edu/academic/learning_center/index.htm.

I have found the following Internet sites useful:

Saint Martin's web site: www.stmartin.edu/library/databases,

For general meta search: www.dogpile.com; www.yahoo.com

For business articles www.fool.com

For added text materials www.prenhall.com and www.thomson.com

For publicly held companies www.hoovers.com

For government sources www.sba.gov

For business magazines: Fast Company www.fastcompany.com