

BADM 474 – Sales

Spring 2008

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| Date | Lecture Material | | Chapter | | **Assignment** |
|  | | | | | |
| Jan.18  (Friday) | Introduction –  ACT! |  | |  | |
| January 21st (Monday) Martin Luther King Jr. Day- No Class | | | | | |
| PERSONAL SELLING PHILOSOPHY | | | | | |
| Jan. 23  (Wednesday) | Marketing Concept | CH 1 | |  | |
| Jan. 25  (Friday) |  |  | |  | |
| Jan. 28 (Monday) | Guest Speaker  Joe Sztapka  Modern Woodmen |  | | *Prepare questions to ask Joe.  Consider – current sales trends, a life in the day of a salesperson …* | |
| Jan. 30 (Wednesday) | Opportunities | CH 2 | |  | |
| Feb. 1  (Friday) |  |  | |  | |
| RELATIONSHIP STRATEGY | | | | | |
| Feb. 4  (Monday) | Value | CH 3 | |  | |
| Feb. 6 (Wednesday) |  |  | |  | |
| Feb. 8  (Friday) | Communication styles | CH 4 | | *Chp 3- Research personal career opportunities/companies (p 440)* | |
| Feb. 11 (Monday) |  |  | |  | |
| Feb. 13 (Wednesday) | Ethics | CH 5 | |  | |
| Feb. 15 (Friday) |  |  | |  | |
| February 18th (Monday) President’s Day- No Class | | | | | |
| PRODUCT STRATEGY | | | | | |
| Feb. 20  (Wednesday) | Creating solutions | CH 6 | |  | |
| Feb. 22  (Friday) |  |  | |  | |
| Feb. 25 (Monday) | Selling strategies | CH 7 | |  | |
| Feb. 27  (Wednesday) |  |  | | *Chp 7 – List your product features (p 441)* | |
| Feb. 29  (Friday) |  |  | |  | |
| CUSTOMER STRATEGY | | | | | |
| Mar 3  (Monday) | Buying process – Buyer Behavior | CH 8 | |  | |
| Mar. 5 (Wednesday) |  |  | | *Chp – 8 Create resume p 444* | |
| Mar. 7 (Friday) |  |  | |  | |
| Mar. 10 (Monday) |  |  | |  | |
| Mar. 12 (Wednesday) | Prospecting | CH 9 | |  | |
| Mar. 14 (Friday) | No Class |  | | Chp 9 – Refine personal prospect list (p 441-2) | |
| Mar 17 – 21 – Spring Break | | | | | |
| Mar 24 (Monday): Easter Break | | | | | |
| PRESENTATION STRATEGY | | | | | |
| Mar. 26  (Wednesday) |  |  | |  | |
| Mar. 28 (Friday) | Approach | CH 10 | |  | |
| Mar. 31 (Monday) | Consultative Sales | CH 11 | |  | |
| Apr. 2  (Wednesday) |  |  | | *Chp 10 – 15: create application letter and thank-you letter* | |
| Apr. 4  (Friday) |  |  | |  | |
| Apr. 7  (Monday) |  |  | |  | |
| Apr. 9 (Wednesday) | Sales Demonstration | CH 12 | |  | |
| Apr. 11 (Friday) |  |  | |  | |
| Apr. 14 (Monday) | Negotiating | CH 13 | |  | |
| Apr. 16 (Wednesday) | Closing | CH 14 | |  | |
| Apr. 18 (Friday) | Service | CH 15 | |  | |
| Apr. 21 (Monday) |  |  | |  | |
| SALES MANAGEMENT | | | | | |
| Apr. 23  (Wednesday) | Opportunity Management | CH 16 | |  | |
| Apr. 25  (Friday) |  |  | |  | |
| Apr. 28  (Monday) | Sales Force Management | CH 17 | |  | |
| Apr. 30 (Wednesday) |  |  | |  | |
| May 2  (Friday) |  |  | |  | |
| **Finals Week – May 5th-9th**  **May 5th – 3:10** | | | | | |
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