

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 SpeakerJoe 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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