

## Personal Selling MKTG3751

Spring Semester 2020

Second 8-week Term



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### **About the Instructor**

Sales, and the process of selling, is both a science and a behavior that everyone utilizes daily. When I reflect on the diversity of my career experiences, being a competent salesperson is one of the most important qualities to possess. In fact, when I am hiring for a position in my company I seek out individuals that demonstrate competency with sales skills regardless of the title or position for which I am filling. The reason for this is because these skills do far more than sell a product or service, having these skills means you can work with, adapt to, and provide convincing behaviors to those around you.

Telephone sales is where my career truly began to develop. This included calling upwards of a hundred businesses every day to sell a product. It was difficult, grueling, and not many of my peers made it through their new hire probationary period. But those that did, including me, learned invaluable skills that I continue to utilize daily in selling products, making hiring decisions, negotiating partnerships, motivating departments, and persuading clients. Over the next five years I grew to manage a department and eventually oversee a national business unit in a Fortune 500 company. The one thing that was common about every role I have been in is how much the ability to sell impacts every aspect of a company. Today I am Chief Executive Officer of a company based in St. Louis that operates nationwide. With employees and clients across the country, the ability to be effective in persuasion and sales make all the difference.

### **Class Dates and Times**

This course meets Thursday from 9:30 am – 12:00 pm on the following dates:  
3/19, 3/26, 4/2, 4/9, 4/16, 4/23, 4/30, 5/7, and 5/14

### **Office Hours**

- On campus every Thursday from 8:30 am – 9:15 am (prior to each class)
- By email anytime
- Phone by appointment, scheduled in class or by email



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### **Course Description**

**This course heavily emphasizes the active process of selling so that you become proficient in convincing someone to believe in you.** In this course you will learn at an in-depth level the two critical components to conducting yourself in an effective way to approach, manage, and sell yourself (which includes the products or services with which you may be associated). The course will progress from the preparation phase of sales to closing the deal and will include strategies, best practices, and methods for avoiding mistakes.

### **Course Format**

Sales are conducted most commonly in-person or over the phone. Both of these require direct interaction with the person for whom you are attempting to sell. Therefore, given the nature of how sales are typically conducted, the course is instructed entirely in class. There will be supplemental exercises and readings to be completed outside of class to enhance your learning, but the vast majority of your efforts will occur in the classroom through instruction and group activities.

### **Learning Outcomes**

In this course you will learn to:

1. Understand “sales” and how it applies to many aspects of your life
2. Differentiate between proper sales behavior and the science of sales
3. Confidently apply proper preparation to successfully sell, persuade, and convince others

The Measurements of Success for this course will be to:

1. Attend and attain a passing score at every class
2. Exhibit confidence in each class activity, even if you don't yet have its mastery
3. Conduct a successful sales role play as the final exam

### **Attendance and Course Expectations**

Attendance is mandatory for every class because it is the predominant way to learn the objectives of this course. Extenuating circumstances will be considered if requesting to miss a class, but such occurrences should be avoided when at all possible. The most important expectations of each class are to actively participate and be willing to learn.

### **Grade Composition**

- Participation and Attendance: 50%
- Preparation and assignments: 10%
- Test 1: 15%
- Test 2 - Final Exam: 25%

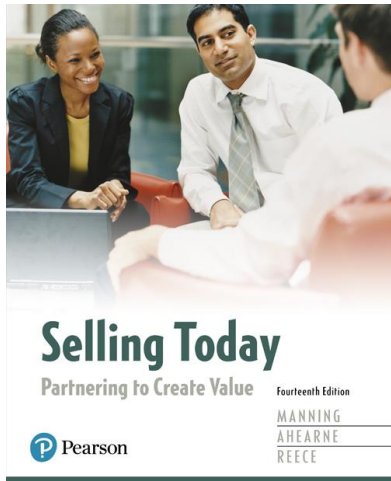


**Class Schedule and Topics, subject to change**

<b>Date</b>	<b>Topics</b>	<b>Focus and Assignments</b>
March 19	<ul style="list-style-type: none"><li>• Course expectations and format</li><li>• Concepts and process of “Sales”</li><li>• Sales “Preparation”</li></ul>	Class introductions, what to expect, and how to succeed. Overview of the sales process – behavior and science.
March 26	<ul style="list-style-type: none"><li>• “Attaining and earning “Confidence”</li><li>• The sales “Introduction”</li></ul>	Confidence is key. If you have it, you can sell anything, including yourself. Learn how even the subtlest of differences in confidence can change everything.
April 2	<ul style="list-style-type: none"><li>• Test 1</li><li>• The “Fact Finding” step</li></ul>	Nothing is more important in selling (except your confidence) than who you’re trying to sell. What do you need it know, how do you need to know it, and what will you do with it.
April 9	<ul style="list-style-type: none"><li>• The “Value Presentation” step</li></ul>	“Numbers sell us, stories sell them” (Henry Ford). Make the perfect marriage between fact finding and value.
April 16	<ul style="list-style-type: none"><li>• Avoiding and overcoming “Objections”</li></ul>	If they don’t believe your value then you didn’t feel their needs. Learn what to do when this happens (because it will).
April 23	<ul style="list-style-type: none"><li>• How to “Close” the sale</li></ul>	If this were a perfect world, they bought from you before it was even offered. But, triumph comes with hard work so let’s close the deal.
April 30	<ul style="list-style-type: none"><li>• Tying it together: tips, tricks, pitfalls</li><li>• Final Exam Preparation</li></ul>	At this point you’re a sales pro (almost) so we’re going to focus on some “tricks” that will be impressive.
May 7	<ul style="list-style-type: none"><li>• Test 2 - Final Exam</li></ul>	

## **Required Material**

MyLab Marketing with Pearson eText for *Selling Today: Partnering to Create Value, 14E* (Manning et al.) **\$88.25**



MKTG 3751 – Personal Selling requires digital course materials that are a part of the AutoAccess program, which means you will have access to your course materials on or before the first day of class! The AutoAccess program delivers all required digital course materials as part of your tuition or fees. If you are participating in this program, you do not need to buy any course material as an access code will be provided to you. You will receive the required access code via an email prior to the start of class and will use that access code to register for Pearson’s MyLab directly via your Canvas account. You will be prepared to excel and can feel confident that you have been provided the most competitive pricing available, auto-added to your tuition and fees bill.

A print addition offer will be available to purchase if you would like a loose leaf version of the textbook. If you use financial aid, you will purchase the loose leaf print addition at the bookstore. If you would like to use a credit card, you will purchase the loose leaf print addition direct through the MyLab course home, under the Purchase Options tab.