**Sales Force Management and Personal Selling EBK 330**

**Course Syllabus**

**Fall 2020**

**Women**

**Instructor:** *Micheal Humphries*

**Text:** *Sales Force Management, 12th edition  
by Mark W Johnston and Greg W Marshall*

***Policies:***

Students are expected to attend all classes throughout the semester and to arrive on time. Missed classes will require a short paper, to be assigned by the instructor. A third absence will result in an automatic penalty of one letter grade (an A will become a B). A fourth absence will result in the student being dropped from the course. Arriving late without cause is unacceptable, as it disrupts the flow of the class. A third late arrival will be counted as an absence, and subject to the above penalties.

Students are expected to abide by Touro College’s Academic Integrity Policy. Anyone violating academic integrity will be subject to disciplinary measures.

Students with a learning disability or handicap should speak with the instructor or the school administration. Touro College, as a matter of policy, will attempt to accommodate learning disabilities or handicaps as best as possible without degrading the quality of the course. Students, however, must bring the disability or handicap to the instructor/administration’s attention at the beginning of the semester.

# ACADEMIC INTEGRITY STATEMENT

Touro College and University System is a community of scholars and learners committed to maintaining the highest standards of personal integrity in all aspects of our professional and academic lives. Students and faculty are expected to share a mutual respect for teaching, learning and the development of knowledge. Because intellectual integrity is a hallmark of scholarly and scientific inquiry as well as a core value of the Jewish tradition on which our university system was founded, students and faculty are expected to adhere to the highest standards of honesty, fairness, professional conduct of academic work and respect for all community members.

Academic honesty supports our shared intellectual culture and our ability to trust one another. Students must avoid all acts of dishonesty, including, but not limited to:

* cheating
* plagiarizing (presenting the work or ideas of others as your own)
* fabricating (making up information, data, or research results)
* tampering (unauthorized removal or alteration of College documents, software, equipment, or other academic-related materials, including other students’ work)
* lying
* working with others when assignments or exams require individual work
* making unauthorized copies of copyrighted material
* facilitating or tolerating the dishonesty of others

Academic dishonesty lowers scholastic quality and adversely affects those who will eventually depend on the knowledge and integrity of our graduates. Failure to uphold the principles of academic integrity negatively impacts the reputation of Touro, the value of each and every degree awarded by the institution, and the future success of our graduates.

The Touro College and University System views violations of academic integrity with the utmost gravity. Such violations will lead to appropriate sanctions, from failure in coursework up to and including expulsion from the Touro College and University System. We commit ourselves to the shared vision of academic excellence that can only flourish in a climate of integrity.

# CELL PHONES AND CUMPUTERS

Cell phones should either be turned off or switched to silent/vibrate so as not to disturb the class. Computers may be used to take class notes only.

Simply put, students are expected (read, required) to be attentive during class lectures and to participate in class discussions. Students are not to receive/read text messages during class, surf the internet or otherwise be distracted from class via their cell phones. The same applies with computers. Students may take notes on their computers, but the computer screen may NOT be of an internet site or other reading/photo materials.

Being physically present is not enough to count as attendant. Students caught perusing the net, email, text messages or any material not related to the class will be marked as absent.

***Course Objectives***

Course objectives include but are not limited to the following:

* Formulation of a sales program
* Implementation of the sales program
* Evaluation and control of the sales program

***Course Description***

Sales Force Management and Personal Selling is an upper division Marketing course and entails a series of in-class lectures, homework and final exam. Due to the corona crises the classes will be held via Zoom rather than in-class but the lectures will follow the in-class format. The course will follow the text, so that each class will require prior reading of a chapter in the text.

The final will be a take-home exam.

***Course Requirements***

* Class attendance and participation. Simply showing up and sitting quietly in class is only half of what is expected.
* Homework: there will be five homework assignments, each covering two or three lectures. The assignments are noted in the Course Outline after each group of lectures they cover. Homework assignments are to be downloaded from my web site: mdhcourses.com Homeworks are to be turned in digitally, in word doc form**. All other forms will be returned ungraded for resubmission.**
* **Final Exam**

***Grade Determination:***

*Class Attendance and Participation: 10%*

*Homework: 45%*

*Final Exam: 45%*

***Course Outline:***

**Part I: Formulation of a Sales Program**

Session 1: Introduction to course, discussion of the syllabus and course program of learning.

What is Sales Force Management and what are its core principles?

Session 2: **The Process of Selling and Buying**

We will look at selling and buying as a process. We will examine those factors that drive each process towards a successful end.

Reading: Chapter 2

Session 3: **Sales People and the Selling Function in the era of CRM**

We will look at the role of the sales force in the era of "The Customer is King". We will discuss CRM and then integrate into CRM the role of the sales force.

Reading: Chapter 3

**Homework 1**

Session 4**: Organizing the Sales Effort**

According to Max Webber, any management system, to be successful, requires a bureaucratic structure. We will look at the organization of a sales force and the major issues in a proper bureaucratic structure.

Reading: Chapter 4

Session 5: **The Strategic Role of Information in Sales Management**

Information and its proper management are key to successful selling. We will look at the collection and collation of information.

Reading: Chapter 5

**Homework 2**

**Part II: Implementation of the Sales Program**

Session 6: **Salesperson Performance: Behavior, Role Perceptions, and Satisfaction**

One cannot manage a sales force without first understanding selling itself. We will look at sales performance and the role of the sales manager.

Reading: Chapter 6

Session 7: **Salesperson Performance: Motivating the Sales Force**

We will look at the advantage of motivating a sales force rather than micro-managing it, including such issues as motivation itself, career and the surrounding environment.

Reading: Chapter 7

Session 8: **Criteria for Selecting Salespeople**

We will look at those personality features that contribute to salesmanship and how to select strong salespeople.

Reading: Chapter 8

**Homework 3**

Session 9: **Sales Force Recruitment and Selection**

We will continue our discussion of recruiting a Salesforce.

Reading: Chapter 9

Session 10: **Sales Training: Objectives, Techniques and Evaluation**

Sales talent alone isn't enough to succeed in sales. Training is necessary to prepare both the individual salesperson and the sales team for success.

Reading: Chapter 10

Session 11: Salesperson Compensation and Incentives

Compensation comes in the forms of straight salary, straight commission and a combination of the two. We will discuss the pros and cons of all three options.

Reading: Chapter 11

**Homework 4**

**Part III: Evaluation and Control of the Sales Program**

Session 12: **Cost Analysis**

Generating revenues is not enough. Understanding and controlling costs is equally important for a sales manager.

Reading: Chapter 12

Session 13: **Evaluating Salesperson Performance**

Performance evaluation should be both backwards looking and forward looking: an evaluation tool and a tool for improving sales performance.

Reading: Chapter 134

**Homework 5**

**Final Exam**

***Good Luck!!***