

Introduction to Selling: BUS 87.61
DeAnza College

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Required Text:

The Power of Selling by Kimberly K. Richmond
This book is available online at
<http://students.flatworldknowledge.com/course/1204119>

There are a few options to obtain the book from Flatworld Knowledge for a relatively small fee or you may access it for **FREE** at <http://www.saylor.org/books/>

Keep in mind, the version available from Saylor does not contain most video links, some tables, and chapter 12 on Closing the Sale and Negotiations. Yes, chapter 12 is missing from this online version. However, you will have access to a scanned copy of this chapter. The scan is not the highest quality but legible.

Each of the options listed have been used by previous students taking this course and been found to be adequate for taking this course. Choose which ever option works best for you.

Recommended Book:

ProActive Selling by William “Skip” Miller ISBN: 9780814431924
Published by AMACOM and available at www.amacombooks.org/go/specialsales or
www.amazon.com

Course Description:

This course applies business and behavioral sciences in a culturally diverse selling environment. We will cover a variety of topics in relationship strategy, buyer behavior, effective communication, prospecting and qualifying customers, presentation strategy, handling objections, and formulating a value proposition. Students will learn about factors that influence buyer’s behavior and what drives the ultimate buying decision.

Student Learning Objectives (SLOs):

1. To communicate not only details but benefits of an idea, product or service.
2. To negotiate in a way that allows resolution of disagreements based on mutual interests, not win-lose positions.
3. Be able to explain how business-to-business sales transactions are constructed and executed.

Course Requirements:

Computer Access: All assignments, quizzes and final exam are administered online via the Catalyst system. You must be able to have reliable computer and internet access along with a Catalyst account to complete this course. De Anza offers free access to computers if this is a problem. Please contact Distance Learning, the computer lab or me if this is a problem.

Participation and Attendance: Participation and attendance are mandatory. Attendance will be taken at the beginning of class. If you have 3 recorded absences, you may be dropped from the course. Two tardies are considered an absence. You will be graded on participation in the course, not on how often you've attended. Of course, you need to attend class in order to participate. Students are expected to complete the assigned readings before each session and come prepared to discuss the topics in class. Your grade will reflect your participation.

Quizzes: There will be six equally weighted quizzes spaced out during the quarter. Each one will cover material in the assigned reading as well as topics discussed in class. These quizzes may include, but are not limited to, multiple choice, matching, True/False, short and medium answer questions. The quizzes are timed, limited to 30 minutes and may be taken open book and open notes. Of the 6 quizzes, 5 will count and your lowest quiz score will be dropped.

Homework Assignments: There will be a brief *SellingU* project that will cover topics presented in a few chapters of the *Power of Selling* text. This is a project in which you will be preparing to sell yourself to a prospective employer. You will be required to hand in three one-page papers including a resume and cover letter. Specific instructions regarding each of these submittals will be provided when they are assigned. Students must submit each paper of the *SellingU* assignment via Catalyst on the date it is due to earn up to 10 points. Late papers will not be accepted.

In addition, there will be 15 short answer homework assignments related to topics covered in the text and discussed in class. Instructions and prompts will be provided when assigned with each assignment. Students must submit responses via Catalyst on the date they are due to earn up to 10 points each. Again, late submittals will not be accepted.

Final Exam: The final exam will be the same format as the quizzes but will be comprehensive. The final exam is timed and limited to 45 minutes.

Grading:

Participation: 120 pts.
Quizzes: 500 pts. (100 pts. each)
Homework Assignments: 180 pts.
Final Exam: 200 pts.

Points associated with letter grades

Points	Grade	Points	Grade
970-1000	A+	760-799	C+
930-969	A	700-759	C

900-929	A-	660-699	D+
860-899	B+	630-659	D
830-859	B	600-629	D-
800-829	B-	0-599	F

Classroom Policies:

Technology in the Classroom: Cell phone (smart phone, text messaging, etc.) use is strictly prohibited. Laptops are allowed but only for referencing the text.

Make-up Quizzes and Extensions: There will be no make-ups for quizzes or final exam. If you miss a quiz, you will receive a zero grade for that quiz and this will likely be the one of the six dropped. An extension for submitting homework assignments will only be given under the following circumstances:

1. Unusual or extraordinary circumstances (i.e. serious illness or a family emergency).
2. You must contact me at least 24 hours prior to the due date of the assignment.

It is up to my discretion if an extension will be given. Please do not be offended if I ask for further proof or documentation regarding your excuse.

First Week of Attendance: Students must be present every day for the first week of classes to reserve their space in the classroom. If a student misses a class during the first week and does not contact the instructor by the next day, s/he may be dropped.

Dropping: It is the student's responsibility to drop or withdraw from this course. If you wish to take a "W" for the class, you must do so on or before the withdrawal date. There are various deadlines to keep in mind. Please refer to the academic calendar on MyPortal for all official dates.

Disruptive Classroom Behavior: Disruptive classroom behavior includes, but is not limited to, talking when it does not relate to the discussion topic, sleeping, reading other material (e.g. newspapers, magazines, textbooks from other classes), eating or drinking, electronic socializing (e.g. Facebook, Twitter, etc), monopolizing discussion time, refusing to participate in classroom activities, leaving on cellular phones and pagers, and engaging in any other activity not related to the classroom activity. Students who engage in disruptive classroom behavior will be approached by the instructor and may receive a lower participation grade. If the disruptive behavior continues, students may be dropped from the course.

Academic Honesty: Communication of any kind during quizzes or exams between students or others is not allowed and is considered cheating. This includes any verbal, written or other communication. If a student uses any kind of text or notes, written or other during a quiz when permission is not strictly granted ahead of time, the student will be considered cheating. All quizzes and exams are to be the work of the individual student only. If you have a question during a quiz or exam, you are only allowed to talk to the instructor. If a student is observed cheating on a quiz, they will receive a grade of zero on that assignment and be reported to DeAnza Administration. If a student is caught cheating on the final exam, they will automatically receive a grade of F for the course.

Methods of Instruction:

Lecture and visual aids
 Discussion of assigned reading
 Discussion and problem solving performed in class
 Homework and extended projects
 Collaborative learning and small group exercises
 Collaborative projects

Course Schedule:

Date	Reading Assignments <i>The Power of Selling</i>	Homework Assignments
24-Sep	None	Assignment 1 - What did you sell today?
26-Sep	Ch. 1 - The Power of Selling	Assignment 2 Chapter 1 - Identify Your Three Brand Points (<i>SellingU</i>)
1-Oct	Ch. 2 - Careers in Selling	Assignment 3 Chapter 2 - Traits of Successful Salespeople Assignment 4 Chapter 2 – Write Your Resume (<i>SellingU</i>)
3-Oct	Ch. 3 - Adaptive Selling	Assignment 5 Chapter 3 - Consultative Selling Assignment 6 Chapter 3 - Dealing with Drivers
8-Oct	Quiz #1 - Chs. 1, 2 & 3	
10-Oct	Ch. 4 – Ethics	Assignment 7 Chapter 4 - What Would You Do?
15-Oct	Ch. 5 - Effective Communication	Assignment 8 Chapter 5 - Nonverbal Communication
17-Oct	Quiz #2 - Chs. 4 & 5	
22-Oct	Ch. 6 - Buying Process	Assignment 9 Chapter 6 - Recent Buying Decision Assignment 10 Chapter 6 - Buyers Buy
24-Oct	Ch. 7 - Identifying your Customer	Assignment 11 Chapter 7 - Identifying Leads
29-Oct	Quiz #3 - Chs. 6 & 7	
31-Oct	Halloween - Class Cancelled	Assignment 12 Chapter 2 - Write a Cover Letter (<i>SellingU</i>)
5-Nov	Ch. 8 - Researching your Prospect	Assignment 13 Chapter 8 - Preapproach (Dress, Tone and Conversation)
7-Nov	Ch. 9 - Power of Connecting	Assignment 14 Chapter 9 - Making Initial Contact
12-Nov	Quiz #4 - Chs. 8 & 9	
14-Nov	Ch. 10 - Solving Problems	Assignment 15 Chapter 10 - Mark Your Man
19-Nov	Ch. 11 - Learning from Opportunities	Assignment 16 Chapter 11 - It's Too Expensive!
21-Nov	Quiz #5 - Chs. 10 & 11	
26-Nov	Ch. 12 - Closing the Sale (Unavailable on Saylor, See Catalyst)	Assignment 17 Chapter 12 - Negotiating To A Win-Win-Win

28-Nov	Thanksgiving Holiday – No Class	
3-Dec	Ch. 13 - Providing Service that Sells	Assignment 18 Chapter 13 - Zappos' Customer Service
5-Dec	Quiz #6 - Chs. 12 & 13 Ch. 14 - Learning the Ropes Ch. 15 - The Power of Running YOB	
10-Dec @ 6:15PM	Final Exam Chs. 1-15	