Introduction to Sales AAEC 3305 Syllabus

Fall 2016

Lectures: 3:30 – 4:50 pm TTH, Room 308 Agricultural Sciences

Office Hours: Monday - Thurs 2:30 - 3:30 pm or by appointment.
307B Agricultural Sciences

Dr. Conrad Lyford
conrad.lyford@ttu.edu
834-6881

Prerequisites: Sophomore standing

Introduction to Course:
This course focuses on understanding the processes of selling both as a professional skill set and as a general communication tool. Most professions contain some element of selling from selling your ideas or products, and certainly in a job interview you need to communicate the value you bring. In addition, the course prepares students for careers in sales – a common initial career choice for many students. This class “Introduction to Sales” focuses on experiential learning where students learn by doing. In this, students are directly involved in real world sales activities:
• Spending an entire day with a sales professional to learn about sales (SWAS Project)
• Preparing and giving a sales presentation to a professional salesperson (RSS Project)
• In class sales presentations and activities

It is necessary to complete the SWAS and RSS projects and the RSS sales presentation on Nov 17 to receive a passing grade in the course.

Course Objectives:
After completing “Introduction to Sales” students will:
1. Be conversant in the language of sales.
2. Have an understanding and appreciation for professional selling.
3. Demonstrate a working knowledge about the psychology of sales.
4. Show how to start selling products and services.
5. Know the five steps of a sale—preparation, opening, presentation, close, and service.
6. Create a sales presentation.
7. Use the sales presentation in an actual sales experience.
8. Understand the opportunities available in sales

Methods for Assessing Learning Outcomes:
Exams, active learning activities, in-class graded and non-graded activities, review sheets of concepts in sales, quizzes, a report on their interview with a sales professional, class discussions, assignments on parts of their sales plan, an assessment of their sales presentation by a sales professional, a self assessment report on their own effectiveness in the sales experience.

Grading:

<table>
<thead>
<tr>
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<th>Points</th>
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<tbody>
<tr>
<td>2 Midterm exams</td>
<td>200</td>
</tr>
<tr>
<td>1 Final exam (comprehensive)</td>
<td>--</td>
</tr>
<tr>
<td>Quizzes and class participation</td>
<td>75</td>
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1. **Exams may be made up only if permission is requested and granted at least one week in advance** for University-sponsored activities, or for illness (or death in the family) verified by a note from a physician or other appropriate individual(s). Any rescheduling of the final exam will follow University policy, and must be cleared with me one week in advance.

2. **Each student is required to complete the SWAS Project and the Final RSS "presentation" assignment and report in order to receive a passing grade.**

3. Each assignment has a designated due date and should be turned in to Blackboard (or in paper if that is expected in the assignment) by that date. **There is a 20% per day discount (20% if not turned in at the beginning of class).** If any assignment cannot be completed on time, consult with the TA or professor in advance of the due date. Successful professionals pay attention to detail. Assignments in this course must be completed in a timely, detailed fashion.

4. Each student will be expected to participate in class sales demonstrations and skits as determined as the semester progresses.

5. Completing the SWAS project means that the SWAS report and the separate salesperson evaluation verifying the activity has been turned in.

6. Completing the RSS project means accomplishing the RSS presentation and turning in an acceptable RSS report.

**Planned Exam Schedule:**

<table>
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<tr>
<th>Test Date</th>
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<tbody>
<tr>
<td>1st Midterm Exam</td>
<td>October 11</td>
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<tr>
<td>2nd Midterm Exam</td>
<td>December 1</td>
</tr>
<tr>
<td>Final Exam</td>
<td>Tues. December 13, 4:30-7:00 pm</td>
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**Grading Scale**

<table>
<thead>
<tr>
<th>Points</th>
<th>Grade</th>
<th>Description</th>
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<tbody>
<tr>
<td>590-665.0</td>
<td>A</td>
<td>Excellent. Professional. Attention to Details.</td>
</tr>
<tr>
<td>538-589.9</td>
<td>B</td>
<td>Good. Usually Professional, Attentive</td>
</tr>
<tr>
<td>455-537.9</td>
<td>C</td>
<td>Acceptable. Often Professional</td>
</tr>
<tr>
<td>368-454.9</td>
<td>D</td>
<td>Poor. Inconsistent and Often Ineffective</td>
</tr>
<tr>
<td>&lt;367</td>
<td>F</td>
<td>Failing.</td>
</tr>
</tbody>
</table>

*I reserve the right to "curve" the grades up, but I will not adjust grade levels downward.*
Reading Materials:
The required material for the course is:

The coursepack for AAEC 3305 is available at The Copy Outlet, 2402 Broadway
(approximately a block and a half west of Tech’s main entrance – corner Ave. X).

Top Hat (www.tophat.com) will be required to be purchased and used in class. Details will
be provided.

Class Attendance:
There is a strong correlation between class attendance and performance in this class. To
encourage class attendance there will be a graded quiz or class activity every class period
which may require purchasing an application for in-class quizzes. In addition, some points
are assigned for class participation. You are responsible for all material covered and
announcements made in class. Beginning the second week of class, you will have an assigned
seat.

Academic Honesty
It is to your advantage to work together to some extent. Nonetheless, your assignments are
to be prepared by you and represent your own work. The SWAS project should have been
completed as you represent in your SWAS report. Academic dishonesty will be prosecuted to the
fullest extent possible. In this class, I define academic dishonesty as cheating and/or assisting with
cheating on an exam, homework, or case study; plagiarism; unauthorized possession of
examinations; falsification of records; reading or attempting to read another student's answer while
a quiz or exam is in progress; and the use of books, notes, or any other material not authorized
during an exam or quiz.

Special Accommodations for Students
Any student who, because of a disability, may require special arrangements in order to meet
the course requirements should contact the instructor as soon as possible to make any necessary
arrangements. Students should present appropriate verification from Student Disability Services
during the instructor’s office hours. Please note instructors are not allowed to provide classroom
accommodations to a student until appropriate verification from Student Disability Services has
been provided. For additional information, you may contact the Student Disability Services office
in 335 West Hall or 806-742-2405.

Absence due to religious observance - The Texas Tech University Catalog states that a
student who is absent from classes for the observance of a religious holy day will be allowed to
take an examination or complete an assignment scheduled for that day within a reasonable time
after the absence.

Absence due to officially approved trips – The Texas Tech University Catalog states that the
person responsible for a student missing class due to a trip should notify the instructors of the
departure and return schedule in advance of the trip. The student may not be penalized and is
responsible for the material missed.