

Sabancı MBA Program
Spring 2021 - 2022
MKTG507/807/907 – Sales Management

Instructor: Dr.Yusuf Soner
Office: SBS 1025
Phone: (216) 4839246
Fax: (0216) 483-9699
E-mail: yusuf.soner@sabanciuniv.edu
Web: SUCourse
Office Hours: by appointment,
MKTG507_807907_Spring202022.docx

| Type | Time | Days | Where |
|--------|---------------|--------|-------|
| Online | 19:00 – 22:00 | Monday | Zoom |

Caution:

- 1) This is an introductory course to Sales & Sales Management. Although it is a cross listed course for PMBA & EMBA, primarily it is designed for MBA students with shorter business experience. The ones who will join to MKTG507/807/907 course should have correct expectations for the content.**
- 2) This is a blended course. That means, standard lectures should be learned from lecture videos supplied. Same material will not be fully re-explained in the class. Students are expected to watch videos before attending the class. If not, they cannot join to discussion in the class. Any student who do not commit to watch course videos before the class, should not take this course.**

Course Objective:

The goal of the Sales Management course is to examine the elements of an effective sales force as a key component of the organization's total marketing effort. The course will extend student's understanding of marketing's reach and potential impact in achieving its overarching goals. Course objectives include understanding ethics in business, the sales process, the relationship between sales and marketing, sales force structure, sales force effectiveness, and sales management issues in recruiting, selecting, training, motivating, compensating and retaining salespeople. Course is suitable for people not experienced in sales.

Learning Outcomes:

Upon successful completion of this course, students should be able to;

1. Demonstrate an understanding of the relationship between organization and sales function
2. Demonstrate an understanding of importance of ethics in business
3. Demonstrate an understanding of the sales process in a systematic manner
4. Demonstrate an understanding of individual steps of sales process , like prospecting, approach, sales presentation, objection handling, closing and after sales follow up
5. Demonstrate an understanding of methods for hiring, training and deploying sales force
6. Demonstrate an understanding of managing the sales force
7. Demonstrate an understanding of sales planning

Course Material:

1. Optional Textbook : Futrell, Charles, "Fundamentals of Selling, 11th edition", 2008, McGraw Hill, New York, ISBN: 978-0-07-340469-1
2. Course video , M507/M807/M907, Sucourse Resources

List of Cases:**Supplementary resources;**

Johnston, M., Marshall, G. "Sales Force Management, 10th edition", 2011, Mc Graw Hill, New York, ISBN: 978-0-07-340485-1

Spiro, R., Rich, G., Spiro R. "Management of a SalesForce, 12th edition", 2008, Mc Graw Hill, New York, ISBN: 978-0-07-352977-6

Ingram, T., La Forge, R, et al. "Sales Management, Analysis and Decision Making", 7th edition", 2009, M.E.Sharpe, ISBN: 978-0-7656-2259-4

Hanan, M," Consultative Selling", 7th edition, 2004, Amacom, ISBN: 978-0-8144-1469-9

Bosworth, M., "Solution Selling", 1995, Mc Graw Hill, ISBN: 0-7863-0315-8

Rackham, N., "SPIN Selling", 1988, Mc Graw Hill, ISBN: 0-07-051113-b

Course Web:

You can find videos, slides of the presentations that will be made in class and syllabus at course web address.

Instructional Design:

Students will be invited to imagine that; they are offered a job as the Sales Manager of an imaginary "Big Ticket Item" seller company (Cars, Airplanes, Yachts, Earth Moving Equipment, etc.). The course content is designed to give initial tools for success in this assignment. NOTE THAT COURSE DESIGN WILL BE AT INTRODUCTORY LEVEL. This is not an advanced sales course.

Teaching Style in the class will be friendly but demanding, from an executioner in the field. Application and checking of the knowledge learned will be expected from the students.

Since this is a discussion course, attendance and class participation are expected. Attendance will form part of the grade.

As explained in the beginning, preparation by watching course videos before coming to class is a must. A quick look to the video is an absolute minimum, proper watching of the course video is the base, finding additional literature on top of course book and videos, is a clear over achievement.

At the first lecture, attendants will be asked to determine sales issues at their companies. At the second lecture sales issues will be selected that will be discussed during lectures.

During the semester there will be Quizzes that will be held during lectures. Please kindly arrange your safe internet connections, possibly your phone will only be a back up just in case. Please kindly open your SUCOURSE page that contains the Quiz & Click it when the time came. Read the question carefully & decide fast for your answer. We are not going to give make up for a missing Quiz due to any reason other than medical report

There will be a Term Report of Sales Problem Evaluation. Following explanations about sales steps and management, students will be expected to check their companies, (or another company that they know) determine their major problem and offer their solution proposal & way forward.

Grading:

Grading will be based on:

| Item | Percentage | Criteria |
|-------------|-------------------|--|
| Attendance | 20% | Min. 90% Presence of students in a session |
| Quizzes | 20% | there will be 2 Quizzes |
| Term Report | 60% | as explained below |

Requirements:

As explained in the criteria for grading, attendance of students will be awarded by 20% for full attendance to all classes, throughout the semester. In case of less than %90 attendance to a session, student will accepted as not attended. Attendance to a single class session means to be in the class from start to the end of that class session at least %90. Partial attendance to an individual class will not be accepted. Except grading, for the lack of attendance and missing exams Sabanci University policies will apply.

There will be a Quizzes for checking understanding of content during class, will be awarded by 20%.

A Term Report is expected from students. In this report, 3 parts should be present.

1. Problem definition

As we have discussed at the beginning of the course, one key sales problem of your company should be chosen. The problem should be defined clearly

2. Solution Definition

In solution step, you are expected to define what will be an ideal solution for your company. Here you are expected to use what you have learned during the course.

It will be a nice practice to use Academic Journals' content, as we had used in our discussions in the class.

3. Way Forward from Problem to Solution

Managerial part of defining journey from problem to solution is important. At this step you are expected to propose practical, feasible solutions

Academic Honesty:

Learning is enhanced through cooperation and as such you are encouraged to work in groups, ask for and give help freely in all appropriate settings. At the same time, as a matter of personal integrity, you should only represent your own work as yours. Any work that is submitted to be evaluated in this class should be an original piece of writing, presenting your ideas in your own words. Everything you borrow from books, articles, or web sites (including those in the syllabus) should be properly cited. Although you are encouraged to discuss your ideas with others (including your friends in the class), it is important that you do not share your writing (slides, MS Excel files, reports, etc.) with anyone. Using ideas, text and other intellectual property developed by someone else while claiming it is your original work is *plagiarism*. Copying from others or providing answers or information, written or oral, to others is *cheating*. Unauthorized help from another person or having someone else write one's paper or assignment is *collusion*. Cheating, plagiarism and collusion are serious offenses that could result in an F grade and disciplinary action. Please pay utmost attention to avoid such accusations.

If ever in doubt, consult these eight rules of academic integrity (proposed by Northwestern University):

1. Know your rights: do not let other students in your class diminish the value of your achievement by taking unfair advantage. Report any academic dishonesty you see.
2. Acknowledge your score: Whenever you use words or ideas that are not your own when writing a paper, use quotation marks where appropriate and cite your source in a footnote, and back it up at the end with a list of sources consulted.
3. Protect your work: In examinations do not allow your neighbors to see what you have written; you are the only one who should receive credit for what you know.
4. Avoid suspicion: Do not put yourself in a position where you can be suspected of having copied another person's work or of having used unauthorized notes in an examination. Even the appearance of dishonesty may undermine your instructor's confidence in your work.
5. Do your own work: The purpose of assignments is to develop your skills and measure your progress. Letting someone else do your work defeats the purpose of your education, and may lead to serious charges against you.
6. Never falsify a record or permit another person to do so. Academic records are regularly audited and students whose grades have been altered put their entire transcript at risk.
7. Never fabricate data, citations or experimental results. Many professional careers have ended in disgrace; even years after the fabrication took place.
8. Always tell the truth when discussing your work with your instructor. Any attempt to deceive may destroy the relation of teacher and student.

Course Schedule:

| | |
|------------------|---|
| Lecture 1 | Date: Monday, 3 hours Topic: Introduction |
| Lecture 2 | Date: Monday, 3 hours Topic: Sales Issues determination |
| Lecture 3 | Date: Monday, 3 hours Topic: Guest Speaker |
| Lecture 4 | Date: Monday, 3 hours Topic: Guest speaker |
| Lecture 5 | Date: Monday, 3 hours Topic: Discussion |
| Lecture 6 | Date: Monday, 3 hours Topic: Wrap Up |
| Quizzes | Date: Monday, 3 hours Topic: Exact date will be separately announced. |