



**MKTG 1510**

**Principles of Salesmanship**

**(Tue/Thu 9:00am – 10:15am)**

**CRN: 40976**

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**Instructor: Rebecca McCullough Hinojosa**  
**Email: [Rebecca.McCullough@dixie.edu](mailto:Rebecca.McCullough@dixie.edu)**  
**Phone: (435) 773-7123**  
**Office: UH308 TR 10:15-11:00am**  
**(or by appointment)**

**Dixie State University (DSU) Mission Statement**

(Approved by the Board of Trustees, April 29, 2013)

*DSU is a teaching institution that strives to enrich its community and the lives of its students by promoting a culture of learning, values, and community.*

**Core Theme 1: A Culture of Learning**

DSU promotes a campus-wide culture of learning; delivers excellent teaching; and prepares knowledgeable and competent students who achieve their educational goals.

**Core Theme 2: A Culture of Values**

DSU invests in a culture of values that include service, citizenship, diversity, ethics, and collaboration.

**Core Theme 3: A Culture of Community**

DSU builds and maintains strong relationships between students, faculty, staff and community to foster economic growth and a continuum of educational, cultural and recreational enrichment.

## Course Outline

The Dixie State University course syllabus provides the instructional framework for the course. By carefully reviewing the syllabus, you will be able to formulate a study plan that will effectively guide you through the course to its completion.

### **MKTG 1510-01 Principles of Salesmanship – 3.0 Hours**

Sales and Marketing are all around us. From the AMA's 2007 definition of marketing we learn that "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large." Marketing involves delivering value to everyone affected by a transaction. Marketing encompasses the entire exchange process. But it is often said, "nothing happens until someone sells something". Given the increasingly blurry line between sales and marketing, it seems logical that both departments ought to grow closer together in an effort to optimize customer acquisition. Throughout the sales and marketing process, they share the same goal: increase revenue. This course will discuss how sales and marketing can work together to successfully find and lead customers through the sales process.

Each week, you (the student) will be required to read various chapters, complete quizzes, assignments, and/or discussion posts in Canvas. I have organized Canvas in order to best help all students manage deadlines and complete course requirements. The course has been divided up into 16 weeks. Each week will list chapter discussions and quizzes, along with posting assignments that are due. Almost all assignments will be submitted in Canvas. As you progress through the course, please take special note of the due dates as I will NOT accept late work.

## Course Objectives

This course offers practical tips used by professional salespeople, including how to build relationships, prospect, plan, and methods of presenting to customers. This course enables you as students to experience sales and marketing from the perspective of real people who make real decisions at leading companies every day. I welcome you to your introduction to marketing and the all-important *principles of salesmanship!*

**Upon successful completion of this course, you (the student!) will be able to:**

1. Have a basic knowledge of what a career in selling has to offer.
2. Know what personal qualities and abilities are needed for a person to be successful in selling.
3. Have a general knowledge of the different types of customer characteristics.
4. Have an understanding of the basic elements of customer behavior.
5. Learn a step-by-step procedure for effective prospecting.
6. Understand how to qualify potential customers.
7. Know how to properly secure a sales interview.
8. Know how to approach a client or customer.
9. Know how to give an effective sales presentation.
10. Learn proper use of sales aids and how to implement showmanship into the sales presentation.
11. Understand how to determine the wants and needs of the customer.
12. Know how to properly handle customer objections.
13. Learn how to use customer facial expressions, voice inflections, body language, etc. to aid in determining needs and in overcoming sales resistance.
14. Know the various methods of closing the sale.
15. Understand the proper way to use suggestion-selling techniques.
16. Understand the importance and correct methods of proper follow up.
17. Know the proper methods of good telephone selling.
18. Know how to properly prepare for and conduct a sales meeting.
19. Understand the importance of human relations in selling
20. Have a general knowledge of the various techniques of self-management

## General Course Description

This course will cover the fundamentals of selling goods or services, as well as the basic principles of sales management. Both major areas of selling (retail/direct selling) will be discussed. Emphasis will be given to the following segments of a sales presentation: pre-call research and qualifying customers, approaching customers or clients, determining customers' real wants and needs, the presentation or demonstration of the product or service, handling objections, closing the sale, suggestion selling, and follow-up procedures. Telephone sales, managing sales forces and territories, and conducting sales manager meetings will also be covered. There are no pre-requisites for the course.

## Textbook Descriptions

### **ABC's of Relationship Selling Through Service, Twelfth Edition**

Charles M Futrell, Published by McGraw-Hill Irwin 2013, ISBN: 978-0-07-802893-9

### **The Greatest Salesman in the World**

Og Mandino, Published by Bantam, ISBN: 978-0553277579

## Assignments/Discussions

Throughout this course, you will be required to participate in online discussions through the Canvas system. All discussions will be based on three key elements: Lecture material, required textbook material, and experiences garnered through your education and career. These discussions will be aimed at expanding your understanding of the principles of salesmanship.

**General online discussion format:** Initial posts will be due on Wednesday at 11:59 pm. You are required to read and reply to one post per week with an intellectual response (due that following Sunday at 11:59 pm). Your comments should NOT be something like "I agree" or "Nice work". For example, if you agree with the post, your comment should include additional supporting information and if you disagree with the post, explain why. To receive full credit, you are required to provide helpful information and aim for scholarly replies. Quality of responses, not quantity, is what I'm looking for.

Students will also be required to submit assignments for each chapter of the ABC's textbook. These assignments are designed to aid in understanding the principles being studied at that particular time.

## Exams/Quizzes

This course uses a combination of testing center, in-class, and Canvas quizzes and exams. All Canvas quizzes are open book and questions will be true/false and multiple choice. You may use the textbook or written notes to assist you with taking the quizzes. Pop quizzes will be given in class periodically throughout the semester. The Mid-term and Final exams will be in the testing center and are not open book, but you will have a two-hour time limit on each one.

## Mid-Term Project

This semester, each person will complete a Mid-Term Mentor Assignment. Each student will be required to find a mentor who is involved in a sales capacity. Prior to writing the assignment, students will submit their chosen mentor to the instructor for approval. The mentor cannot be a family member, must be available for a face-to-face conversation, and must be willing to complete a survey based on your interaction with each other. Details of this project will be provided during the first 2 weeks of the course. A rubric will be provided that will address the required elements of this paper. The paper will not be graded by length, rather by your ability to demonstrate thorough coverage.

## Sales Presentation

Students will be required to demonstrate their ability to sell a product or service to the class using the techniques and strategies learned throughout the semester. The presentation will take the form of a role-playing situation with the student assuming the role of the salesperson and the instructor that of the client/customer. The product or service to be sold will be the choice of the individual student and must be approved by the instructor. Class members will be required to evaluate each presentation. The presentation should be no less than 5 minutes and no more than 8 minutes. Details of this project will be provided throughout the course. A rubric will be provided that will address the required elements of the presentation.

## Extra Credit

Students may earn extra credit. More information will be given during the course.

## Course Grading

**Grading:** Grades are based upon the following:

Participation/Attendance	5%		
Weekly Quizzes	10%	100 – 93% = A	92 – 90% = A-
Online Assignments/Discussions	15%	89 – 86% = B+	85 – 83% = B
Mid-Term Exam	15%	82 – 80% = B-	79 – 76% = C+
Mid-Term Project	20%	75 – 73% = C	72 – 70% = C-
Final Exam	15%	69 – 66% = D+	65 – 63% = D
Sales Presentation	<u>20%</u>	62 – 58% = D-	57 – 00% = F
	100%		

**\*\*\*Late Policy:** I will NOT accept any late work. No partial credit will be given for late assignments. I recognize that emergencies do happen and for this reason, there are some special cases that I will consider, but they must be discussed with me personally.

## Classroom Policies

Classrooms are special environments in which students and faculty come together to promote learning and growth. It is essential in these environments that respect for the rights of others seeking to learn, respect for the professionalism of the instructor, and the general goals of academic freedom are maintained. Disruptive behaviors, such as chatting during lectures, arriving late to class, sleeping, texting, web browsing, game playing, reading non-class material, and others listed in the DSU Student Rights and Responsibilities Code, are not permitted and may result in your removal from class. Repetitive or seriously disruptive behavior, such as fighting, using profanity or insults, making personal or physical threats, or damaging property, will be reported to Campus Security. As the instructor, it is my responsibility to determine whether any specific student is disrupting the learning environment.

## University Information

### Disability Accommodations:

If you suspect or are aware that you have a disability that may affect your success in this course, you are strongly encouraged to contact the Disability Resource Center (DRC) located in the northeast corner of the North Plaza building. The disability will be evaluated and eligible students will receive assistance in obtaining reasonable accommodations. Phone: (435) 652-7516.

### Dmail:

You are required to frequently check your Dmail account. Important class and university information will be sent to your Dmail account, including DSU bills, financial aid/scholarship notices, notices of canceled classes, reminders of important dates and events, and other information critical to your success in this class and at DSU. If you don't know how to access your Dmail account, go to [www.dixie.edu](http://www.dixie.edu) and select "Dmail" from the left column. To locate your Dmail username and password, go to [www.dixie.edu](http://www.dixie.edu) and click on "Login to student services" in the upper right-hand corner. You will be held responsible for information sent to your Dmail account, so please check it often.

### Title IX Statement:

DSU seeks to provide an environment that is free of bias, discrimination, and harassment. If you have been the victim of sexual harassment/misconduct/assault we encourage you to report this to the

college's Title IX Director, Cindy Cole, (435) 652-7731, cindy.cole@dixie.edu. If you report to a faculty member, she or he must notify the Title IX Director about the basic facts of the incident.

**University approved absences:**

DSU Policy explains in detail what needs to happen if you anticipate being absent from class because of a university-sponsored activity (athletic events, club activities, field trips for other classes, etc).

Please read this information and follow the instructions carefully! The policy can be found at:

<http://www.dixie.edu/humanres/policy/sec5/523.html>

**Classroom expectations:**

It is the responsibility of an instructor to manage the classroom environment to ensure a good learning climate for all students. This means that you must refrain from actions such as physical violence, verbal abuse, or harassment; intoxication or illegal drug use; use of profanity; disrespecting others when expressing their own viewpoints; talking while the instructor or another student is talking; and constant questions or interruptions that interfere with classroom presentation. An instructor may ask you to stop the inappropriate behavior, meet with you after class to discuss the problem, or involve the Dean of Students, the department chair, or campus police if necessary. Students can be removed temporarily or permanently from a course for disrupting the learning environment.

**Academic integrity:**

In order to ensure that the highest standards of academic conduct are promoted and supported at the University, students must adhere to generally accepted standards of academic honesty, including but not limited to refraining from cheating, plagiarizing, falsification, misrepresentation, and/or inappropriately colluding or collaborating. The University shall consistently hold students accountable for instances of academic dishonesty and apply appropriate consequences. For more information, see the Student Rights and Responsibilities section of DSU policy at:

<https://files.dixie.edu/sites/hr/pl/layouts/15/WopiFrame.aspx?sourcedoc=/sites/hr/pl/policy/552.docx&action=default>

# 2016 Fall Semester Calendar

August 2016						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	FW	FW	FW	FW	FW	20
21	S TD	23	24	WL	NP SG	27
28	29	LF	DF RE			

September 2016						
S	M	T	W	T	F	S
				1	R1	3
4	H	R5	7	8	9	10
11	P RG W G	13	14	15	AA	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

October 2016						
S	M	T	W	T	F	S
						1
2	GR	4	5	6	7	8
9	10	11	MT	BR	BR	15
16	DD	18	19	20	21	22
23	CA	25	26	27	28	29
30	31					

November 2016						
S	M	T	W	T	F	S
		GR	2	3	4	5
6	7	8	9	10	CW	12
13	SR	JR	SO	OR	18	19
20	21	22	H	H	H	26
27	28	29	30			

December 2016						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	E	10
11	FE	FE	FE	FE	FE	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

AA	Last Day to Add/Audit
AL	Admission Late Fee Begins
BR	Semester Break
CA	Class Schedules Available Online
CD	Career Day
CO	Commencement
CW	Last Day for Complete Withdrawal
DD	Last Day to Drop Individual Class
DF	Drop/Audit Fee Begins (\$10 per class)
E	Classwork Ends
FE	Final Exams
FW	Faculty Workshops
GR	Graduation Application Deadline
H	Holiday
IA	Application Deadline For International Students
JR	Registration open to Juniors (60+ credits)
LF	\$50 Late Registration/Payment Fee
MT	Mid-Term Grades Due
NP	Courses dropped for non-payment
OR	Open Registration
PG	Pell Grant Census
R1	End of 100% Refund Period
R5	Start 50% Refund Period
RD	Reading Day
RE	Residency Application Deadline
RF	Last Day for Refund
S	Classwork Starts
SB	Spring Break
SG	Last Day to Add Without Signature
SO	Registration open to Sophomores (30+ credits)
SR	Registration open to Seniors (90+ credits)
TD	Tuition & Fees Due
WG	Last Day to drop without receiving a "W" grade
WL	Last Day for Waitlist

Apr 1	Bachelor's degree Graduation Application Deadline - Fall 2016
Apr 11	Fall Registration open to Seniors (90+ credits)
Apr 12	Fall Registration open to Juniors (60+ credits)
Apr 13	Fall Registration open to Sophomores (30+ credits)
Apr 14	Fall Registration open to all students
May 2	Fall Registration open to all students
Aug 15-19	Faculty Workshops
Aug 22	Classwork Starts
Aug 22	Tuition & Fees Due
Aug 25	Last Day for Waitlist
Aug 26	Courses dropped for non-payment
Aug 26	Last Day to Add Without Signature
Aug 30	\$50 Late Registration/Payment Fee
Aug 31	Drop/Audit Fee Begins (\$10 per class)
Aug 31	Residency Application Deadline
Sep 2	End of 100% Refund Period
Sep 5	Labor Day
Sep 6	Start 50% Refund Period
Sep 12	Pell Grant Census
Sep 12	Last Day for Refund
Sep 12	Last Day to drop without receiving a "W" grade
Sep 16	Last Day to Add/Audit
Oct 3	Associate's degree Graduation Application Deadline - Fall 2016
Oct 12	Mid-Term Grades Due
Oct 13-14	Fall Break
Oct 17	Last Day to Drop Individual Class
Oct 24	Spring and Summer 2017 class schedules available online
Nov 1	Bachelor's degree Graduation Application Deadline - Spring 2017
Nov 11	Last Day for Complete Withdrawal
Nov 14	Spring Registration open to Seniors (90+ credits)
Nov 15	Spring Registration open to Juniors (60+ credits)
Nov 16	Spring Registration open to Sophomores (30+ credits)
Nov 17	Spring Registration Open to All Students
Nov 23-25	Thanksgiving Break
Dec 9	Classwork Ends
Dec 12-16	Final Exams

## Class Schedule

<b>Week:</b>	<b>Class Discussions/Reading Assignments:</b>	<b>Due by end of week:</b>
Week 1 (Aug 23, 25)	Course Overview ABC's Chapter 1	Discussion Post Chapter Assignment Quiz
Week 2 (Aug 30, Sep 1)	ABC's Chapter 2 Og Chapter 1&2	Discussion Post Chapter Assignment Quiz
Week 3 (Sep 6, 8)	ABC's Chapter 4 Og Chapter 3 & 4	Discussion Post Chapter Assignment Quiz
Week 4 (Sep 13, 15)	ABC's Chapter 3 Og Chapter 5 & 6	Discussion Post Chapter Assignment Quiz
Week 5 (Sep 20, 22)	ABC's Chapter 5 Og Chapter 7 & 8	Discussion Post Chapter Assignment Quiz
Week 6 (Sep 27, 29)	ABC's Chapter 6 Og Chapter 9	Discussion Post Chapter Assignment Quiz
Week 7 (Oct 4, 6)	ABC's Chapter 7 Og Chapter 10	Discussion Post Chapter Assignment Quiz
Week 8 (Oct 11, 13)	ABC's Chapter 8 Og Chapter 11	Discussion Post Chapter Assignment <b>Mid-Term Project</b> <b>Mid-Term Exam</b>
Week 9 (Oct 18, 20)	ABC's Chapter 9 Og Chapter 12	Discussion Post Chapter Assignment Quiz
Week 10 (Oct 25, 27)	ABC's Chapter 10 Og Chapter 13	Discussion Post Chapter Assignment Quiz
Week 11 (Nov 1, 3)	ABC's Chapter 11 Og Chapter 14	Discussion Post Chapter Assignment Quiz
Week 12 (Nov 8, 10)	ABC's Chapter 12 Og Chapter 15	Discussion Post Chapter Assignment Quiz
Week 13 (Nov 15, 17)	ABC's Chapter 13 Og Chapter 16	Discussion Post Chapter Assignment Quiz
Week 14 (Nov 22)	ABC's Chapter 14	Quiz
Week 15 (Nov 29, Dec 1)	<b>Sales Presentations</b> Og Chapter 17	Discussion Post
Week 16 (Dec 6, 8)	<b>Sales Presentations</b>	
FINALS (Dec 12-16)	<b>Final Exam</b>	

\* This schedule is subject to change