ADMS 4200 Personal Selling & Sales Force Management
Course Outline
Winter 2020, Version 1.0

COURSE INSTRUCTOR: Scott A. Campbell
Classroom: Accolade Building East (ACE) 007
Office: No on-campus office
Telephone: 647-638-3444 (Mobile)
Email: scottca@yorku.ca

Class Hours: Wednesdays 4-7pm
Office Hours: By appointment only / before/after class is ideal

COURSE DESCRIPTION
This course introduces students to the essential concepts and practices of personal selling and sales management. It places special emphasis on the role and activities of the sales representatives, the formulation and implementation of a strategic sales program, and the motivation, control, and evaluations of sales performance. The course is taught using a mix of lectures, case discussions, role-plays, class presentations, quizzes, a major project and guest speakers.

PREREQUISITES
For students in an Honours program, 72 credits including AP/ADMS 2200 3.00. For other students, a grade of C+ or better in AP/ADMS 2200 3.00. Students are personally responsible for ensuring that they have successfully completed prerequisites as defined in the course outline or in the course calendar. Failure to complete prerequisites will place students at risk of administrative withdrawal from the course. Fees may not be refunded to students - subject to administrative withdrawals.

REQUIRED READING
- *Personal Selling*, 1st edition by Scott A. Campbell (Top Hat) ISBN 978-1-77330-204-1. See below for more information on use of Top Hat resources.

OPTIONAL READING
These resources, although not required reading, may be helpful in learning more about topics we will cover.
- *People Styles at Work! And Beyond: Making Bad Relationships Good and Good Relationships Better by* Robert Bolton & Dorothy Grover Bolton
- *To Sell is Human: The Surprising Truth About Moving Others* by Dan Pink

TOP HAT READINGS & RESOURCES
As an alternative to a traditional course textbook, an interactive e-book book has been developed on an online platform called Top Hat. In addition to text, the e-book includes images / videos, and discussion / short-answer questions to engage you into the content. Many other features are available all at the fraction of the cost of a traditional hard cover textbook. You will be required to subscribe to Top Hat for the semester and pay for the course e-book in order to access the material and complete the homework. To get the most out of the Top Hat book you should complete the assigned readings and questions prior to each class. You will be able to access the material after class but not allowed to answer the homework questions. You can access the e-book with any device by simply logging on to your account. You will get an invitation to register for Top Hat as a student in the course.

COURSE OBJECTIVES

This course places a focus on two distinct areas. First, you will leave with an understanding of the detailed selling process and specific tactics on "how to sell". Second, you will learn the basic mechanics of ***managing*** a sales force. The course will be a mix of theory and practical application as sales is best learned by experience. Specific objectives of the course include:

1. Understand the building blocks of the selling process
2. Be more comfortable with sales in various aspects of life
3. Become a better salesperson by actively participating in "sales" situations in-class
4. Become aware of how the "sales" function fits in within a company's interconnected departments
5. Understand the fundamentals of managing a sales force including hiring, staffing, motivating and leading
6. Know if a sales and sales management career is right for you

COURSE ASSESSMENTS & GRADE BREAKDOWN:

Students must undertake each of the following requirements to successfully complete the course. Below is each assessment and the proportion of what it is worth for the final mark.

Top Hat Readings & Homework	10% (Best 9 out of 10 Chapters)
Great Canadian Sales Competition **Video**	2.5%
Selling **Quiz**	2.5%
Sales Presentation **Plan**, Parts 1 & 2 (Individual)	20%
Sales Presentation **Video** (Individual)	25%
Sales Mgt **Test**	20%
Sales Manager Interview Class **Presentation** (Group)	15%
Class **Participation**	5%

EXPECTATIONS:

Academic Honesty

The Code of Student Rights and Responsibilities governs student rights, responsibilities and conduct in this course. Plagiarism, cheating, misrepresentation of identity, falsification of results, improperly obtaining examination papers, submitting academic work twice for credit, and aiding or abetting any of these offences violates the legal/ethical standards of the University and is subject to severe penalties, including possible expulsion. Suspected breaches of academic honesty will be investigated and charges shall be laid if reasonable and probable grounds exist. Students should review the York Academic Honesty policy at:
http://www.yorku.ca/secretariat/policies/document.php?document=69

An interactive on-line Tutorial on academic integrity for students is available at:
http://www.yorku.ca/tutorial/academic_integrity/

Examinations and Assignments

Reasons other than duly authenticated illness and bereavement are normally not admissible justifications for failure to appear for an examination or meet deadlines. You must advise the instructor in advance if unable to appear for an examination and provide formal written documentation for any absence/delay. The validity of an excuse will be determined at the discretion of the instructor. Only documentation from an attending physician will be accepted for medical conditions. Students who are absent from an examination, irrespective of the reason, will write a cumulative examination covering all of the material in the course. Instructions regarding assignments will be distributed and discussed in class well in advance of due dates. There is a limitation of one calendar week for queries on grading following the return of an examination or assignment. When a request for re-grading is received, the entire examination or assignment will be re-marked. The new grade may be higher, the same, or lower. **The final grade may be determined at the discretion of the instructor.**

Class Preparation & Contribution
The expectation is that students have read assigned materials prior to class. Be prepared to discuss the major concepts/issues raised by the lecture topics and readings including the textbook and PowerPoint lecture notes. We will spend a large amount of class time in discussion so be prepared to participate. Weekly lecture notes will be posted weekly to the Moodle course website. In addition, you may be required to present material in front of the class based on brief in-class assignments. This is both to get you comfortable presenting to an audience and offer the opportunity to practice selling skills.

Quizzes/Tests
During the course of the semester, there will be in-class quizzes/tests. Each quiz will consist of items that will deal with material from the assigned textbook(s) readings and class discussion and include multiple-choice/true/false questions and short answer questions. The quizzes will be constructed to reward those students who consistently attend class, complete the assignments, and take full responsibility for their learning of the material. These quizzes require you to stay current on reading assignments and will help you to prepare for the final exam. **The quizzes/tests will not be cumulative and the instructor will advise you of what material will be covered.**

Project & Presentations
A major part of the work in this course is the sales presentation project, which includes a written outline and a formal sales presentation video. You will be giving a B2B sales presentation on a product/company of your choice. Although it is an individual sales presentation you will be required to work with other students. Group work is an important component of the learning process of your undergraduate business degree. In addition, throughout the course you will be required to present in class and observe other classmates' presentations. There are three main objectives:

1. To give you practice in presentation skills
2. To apply and practice selling skills
3. To learn from each other

Peer Evaluation
To ensure that each group performs effectively and can draw on the full skill and effort of all team members, each student will submit a confidential peer evaluation at the end of the semester. Marks for group work may be adjusted to reflect disproportionate contributions, or lack thereof, on the basis of peer evaluations.

Guest Speakers
I will arrange to have guest speakers during the semester. These professionals have volunteered to talk to you about what they do in their day-to-day lives. Your behavior can reflect either positively or poorly on their perceptions of York and its students. Please act professionally and come prepared to ask insightful questions. In addition, because they are taking time out of their schedules to be with us, I expect each of you to be in class when the guest speakers are here. Lastly, given the nature of this course, and the schedules of the guest speakers, the days they are scheduled to be present might change.

In-Class Behaviour
Many of you will be graduating soon and taking a job in business. Please prepare for this experience by treating this class as a business meeting you are expected to attend.

- If you need to miss a meeting, you are expected to inform the instructor *in advance* and make arrangements with a colleague to review the notes from the meeting. The instructor is not expected to brief you on the meeting.
- Don't arrive late or leave during the meeting *without notifying the instructor*
- Sidebar conversations and messaging are disrespectful. Listen to the person talking.
- Turn off the ring tone on your cell phone (regardless of how clever it might be.)
- Do not work on tasks unrelated to the meeting.

- Professional, business communication is an acquired skill.
- Participation during the meeting is expected and will aid in learning for both you and your fellow students

Deferred Standing Agreements
Deferred standing may be granted to students who are unable to write their final examination at the scheduled time or to submit their outstanding course work on the last day of classes.
In order to apply for deferred standing, students must register at https://sas-app.laps.yorku.ca
and submit a completed DSA form and supporting documentation directly to the main office of the School of Administrative Studies (282 Atkinson) complete with a ticket number. The DSA and supporting documentation must be submitted no later than five (5) business days from the date of the exam. Requests will be considered on their merits and decisions will be available at the following link: https://sas-app.laps.yorku.ca
No individualized communication will be sent by the School to the students (i.e., no letters or e-mails). Students with approved DSA's will be permitted to write deferred examinations during the School's deferred examination period. No further extensions of deferred exams shall be granted. The format and content of the deferred examination may be different from that of the originally scheduled examination. The deferred exam may be closed book, cumulative and comprehensive and may include all subjects/topics of the textbook whether they have been covered in class or not. Any request for deferred standing on medical grounds must include an Attending Physician's Statement form; a "Doctor's Note" will not be accepted.

DSA Form: http://www.registrar.yorku.ca/pdf/deferred_standing_agreement.pdf

Attending Physician's Statement Form:

http://www.yorku.ca/laps/council/students/documents/APS.pdf

http://www.cse.yorku.ca/~utn/attending_physician_statement.pdf

IMPORTANT YORK POLICIES:

Academic Honesty (Senate Policy)
The Faculty of Liberal Arts and Professional Studies considers breaches of the Senate Policy on Academic Honesty to be serious matters. The Policy on Academic Honesty is an affirmation of the obligation for members of the University to maintain the highest standards of academic honesty. As academic honesty and responsibility is fundamental to good scholarship, the policy recognizes the responsibility of all faculty members to foster acceptable standards of academic conduct and of students to be mindful of and abide by such standards. Suspected breaches of academic honesty will be investigated and charges shall be laid if reasonable and probable grounds exist.

Students should review the York Academic Honesty Policy at:
http://www.yorku.ca/secretariat/policies/document.php?document=69
An interactive on-line Tutorial on academic integrity for students is available at:
http://www.yorku.ca/tutorial/academic_integrity/

Grading Scheme and Feedback Policy: The grading scheme shall be announced, and be available in writing, within the first two weeks of class. Under normal circumstances, graded feedback worth at least 15% of the final grade for Fall, Winter or Summer Terms, and 30% for 'full year' courses offered in the Fall/Winter Term shall be received by students prior to the final withdrawal date from a course.

Under unusual and/or unforeseeable circumstances which disrupt the academic norm, instructors are expected to provide grading schemes and academic feedback in the spirit of these regulations, as soon as possible. For more information on the Grading Scheme and Feedback Policy, please visit:

http://www.yorku.ca/secretariat/policies/document.php?document=86

In-Class Tests and Exams - 20% Rule: For all Undergraduate courses, except those which regularly meet on Friday evening or on a weekend, tests or exams worth more than 20% will not be held in the two weeks prior to the beginning of the official examination period.
For further information on the 20% Rule, please visit:
http://www.yorku.ca/secretariat/policies/document.php?document=141
For further information on examination scheduling and other important dates, please refer to:
http://www.registrar.yorku.ca/enrol/dates/index.htm

ACCOMMODATION PROCEDURES:
Deferred Standing
Contact your home Faculty for information on how to apply for deferred standing.

Senate Religious Observance Policy (Senate Policy)
York University is committed to respecting the religious beliefs and practices of all members of the community, and making accommodations for observances of special significance to adherents (Senate 032). For further information on accommodation procedures required due to religious commitment, and the schedule of dates, please visit: https://w2prod.sis.yorku.ca/Apps/WebObjects/cdm.woa/wa/regobs and http://www.registrar.yorku.ca/enrol/dates/religious

Academic Accommodation for Students with Disabilities
The nature and extent of accommodations shall be consistent with, and supportive of, the integrity of the curriculum and the academic standards of programs and courses. Provided that students have given sufficient notice about their accommodation needs, instructors shall take reasonable steps to accommodate these needs in a manner consistent with the guidelines established hereunder. For more information please visit the Disabilities Services website at http://www.yorku.ca/cds/

York's disabilities offices and the Registrar's Office work in partnership to support alternate exam and test accommodation services for students with disabilities at the Keele campus. For more information on alternate exams and tests please visit http://www.yorku.ca/altexams/
Please alert the Course Director as soon as possible should you require special accommodation

ADMS 4200 Winter 2020 Course Outline *(Subject to Change)*

Week	Date	Topic	Readings & Assignments
1	Jan 8	Class Introduction The Field of Sales & Sales Force Management Sales Knowledge: Understanding Your Product & Industry	
2	Jan 15	Sales Knowledge: Understanding Your Product & Industry cont. Customer Knowledge: Understanding the Buyer	Top Hat: Chapters 1,2,3
3	Jan 22	The Selling Process: Pre-selling Preparation & Initial Contact Prospecting, Pre-Approach, Approach	QUIZ Top Hat: Chapters 4,5 GCSC Video (Jan 26 11:59pm)
4	Jan 29	The Selling Process: Approach, Presentation	Top Hat: Chapter 6,7
5	Feb 5	The Selling Process: Presentation, Objections	Sales Presentation Plan - PART 1 Top Hat: Chapter 8
6	Feb 12	The Selling Process: Closing Follow Up Service, Sales Relationships & Customer Service	Top Hat: Chapters 9,10
	Feb 19	**READING WEEK – NO CLASSES**	
7	Feb 26	Sales Force Management: Structure & Organization	Sales Presentation Plan - PART 2
8	March 4	Sales Force Management: Recruiting, Staffing & Training a Sales Force	
9	March 11	Sales Force Management: Training & Motivating a Sales Force	
10	March 18	Sales Force Management: Compensation & Leadership of a Sales Force Panel of Guest Speakers	Sales Presentation Video
11	March 25	Test Sales Presentation Video Showcase	TEST
12	April 1	Student Presentations	Sales Manager Interview Presentations
		NO FINAL EXAM	