

Sales and Negotiations
MKTG 3226 Spring 2017
Thursdays 3:30-6:15pm

Instructor: Ms. Cindy Fox
Classroom: McEniry 116
Office: Friday Room 246
Office Hours: 10:00-11:00, 2:00-3:00pm, WR, or email me

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Course Description: **MKTG 3226, Sales and Negotiations (3).** An overview of skills and knowledge involved in individual selling and management of sales programs. Emphasis on sales and sales management theories and their applications. Emphasis on both buyer and seller negotiation techniques.

Prerequisites: The following must be met:

- Marketing 3110 (Marketing Concepts) with a grade of “C” or better

Required Texts: 1.) *Getting to Yes: Negotiating Agreement without Giving In*, Ury and Fisher
2.) *Selling: Building Partnerships 9th Edition*, by Castleberry/Tanner; McGraw-Hill
Older versions of the book can work in this class

Course Objectives: To:

- Understand the role of culture in sales and negotiations
- Develop a framework for development of the student’s own personal sales techniques
- Provide an opportunity for practice of the concepts discussed in this course
- Study the impact of changing technologies, consumers and economics on sales/negotiations
- Discuss sustainability and ethical issues pertaining to sales/negotiations
- Gain an understanding of the Harvard Negotiation process and how to use the techniques in various situations

Course Methodology: Class material will come from the textbook, guest speakers, video’s introduced in class, etc. It is the student’s responsibility to take notes and ask questions if necessary. Any updates to the syllabus will be reflected on Canvas; it is the student’s responsibility to check Canvas regularly. Information covered in class from the Internet will be listed in the Class Summaries. If you miss class you must review the Class Summary to find what information was missed.

In-Class Exercises/

Participation/Attendance: This grade is a combination of all three of these. Your participation will be assessed by the quality of your participation, not necessarily the quantity. Those who attend all classes but do not participate should expect a grade of 90. Missing more than one class will result in -4 pts. each. Using your smart phone or being on your laptop for any other reason than taking notes or researching topics in your groups will result in a reduction of points. Not respecting our guest speakers will result in a reduction in points. There will be assigned seating and name tents need to be visible. Attendance will be taken on attendance sheets, it is your responsibility to sign the sheet each class period.

Tests: Make-ups are to be made up during the optional final exam time unless you miss the test because of university business. Only one make-up will be given per student/semester. Students must have documentation for their excuse. Ten points will be taken off your final test score for indicating the wrong version of the test on your opscan-this is for all students.

Sales Presentations: During the week that the sales presentations are scheduled there is no class. You are expected to be there with your team for the time you signed up for or you will miss points. You **MUST** have a partner who is enrolled in this class and you must tape during your assigned time unless there are unusual circumstances.

Grading:	Sales Presentations/Evals (First Presentation 25%, Second 75%)	20%
	Negotiations-Salary Negotiation (5%), Domestic/Global (5%)	10%
	Three tests at 20% each; Optional Comprehensive Final/Make-Up	60%
	Sales Exercise	5%
	In-Class Exercises/Participation/Attendance	5%

All explanations of assignments are on Canvas; please look for any updates of the syllabus on Canvas also.

All written work **MUST** be submitted to Canvas or submitted in class, do not email me your assignments. Good grammar is an essential element of all assignments; being able to communicate effectively is the basis for selling and negotiating.

ACADEMIC INTEGRITY

The UNC Charlotte Academic Integrity Policy will be followed. The student is responsible for reading and understanding the policy:

Students have the responsibility to know and observe the requirements of *The UNC Charlotte Code of Student Academic Integrity*. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of Students Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

NOTE: Your peer evaluation must be a fair representation of each member's contribution. It is a violation of academic integrity to decide among the group, or members of the group, as to point allocations. Base your individual evaluation on the contribution of each group member as fairly as possible.

STATEMENT of INCLUSION

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

Class Policies

1. Discussion is essential to learning. However, I expect students to express their ideas responsibly and will manage the discussions if necessary so that ideas and argument can be inclusive and orderly. You should expect that if your conduct during class seriously disrupts the atmosphere of mutual respect you will not be permitted to participate further.
All students are required to abide by the UNC Charlotte Sexual Harassment Policy (<http://www.legal.uncc.edu/policies/ps-61.html>)
2. The use of cell phones, beepers, or other communication devices is disruptive, and is therefore prohibited during presentations.
3. Late comers to class must let me know at the end of class so I can mark them present but late.

TENTATIVE COURSE OUTLINE	
MKTG 3226	Spring 2017

<u>DATE</u>	<u>TOPIC</u>	<u>ASSIGNMENT</u>
January 12	Introduction Sales-Ethics/Legal/Culture Sales-Buying Behavior/Process	Chapter 1, <i>Selling: Building Partnerships</i> Chapter 2 Chapter 3
January 19	Using Communication Principles Adaptive Selling Sales-Prospecting	Chapter 4 Chapter 5 (parts) Chapter 6
January 26	<i>Test #1</i>	
February 2	Sales-Planning the Approach Sales-Making the Sales Call Sales-Presentation	Chapter 7 Chapter 8 Chapter 9
February 9	SPIN CYCLE <i>Guest Speaker-Brandon Bogan, Tom James Clothing</i> Sales-Objections	Chapter 10
February 16	Salary Negotiations More on SPIN	
February 23	<u>Sales Presentations-Sign up for times in class-12:00-6:15pm in Fretwell</u> <i>Salary information due</i>	
March 2	<i>Guest Speaker-Josh Sweeney, Fastenal</i> <i>Review Sales Presentation Tapes</i>	
March 16	Sales-Commitment Sales-Building Partnering Relationships Sales-Building Long Term Partnerships <i>Sales Reflection due</i>	Chapter 11 Chapter 13 Chapter 14
March 23	<i>Test #2, Review Tapes</i>	
March 30	<i>Getting to Yes, (paperback)</i> Negotiations-Don't Bargain Over Positions, <i>Getting to Yes</i> Negotiations-Separate People from the Problem- <i>Case Study: Used Car</i> Negotiations-Focus on Interests, Not Positions; Invent Options for Mutual Gain Negotiations-Insist on Using Objective Criteria BATNA	
April 6	<u>Second Sales Presentation-Same times as the first presentation</u>	
April 13	Current Negotiation cases, <i>Domestic Negotiation and Recap</i>	

April 20 Global Negotiations info, *Global Negotiation*

April 27 Test #3-Negotiations, *Negotiation Feedback form due*

May 11, 2pm *Optional Comprehensive Final Exam and Make-Up Test*