Sales and Negotiation
MKTG 3226 – 1st Summer 2016
Monday & Wednesday, 5:30-9:15pm
Friday Building, Room 107

Instructor: Karen Ward
Email: Karen.ward@uncc.edu
Phone: 704-687-1509

Course Description:
MKTG 3226, Sales and Negotiations, is an overview of skills and knowledge involved in personal 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:
2) Getting to Yes: Negotiating Agreement without Giving In, Ury and Fisher

Course Objectives are 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 practice of Negotiation and how to use the techniques in various situations

In-Class Exercises, Quizzes, Participation, Attendance:
Getting the most out of this class requires a high level of participation. Your participation will be assessed by the quality of your participation and those who attend all classes but do not participate should expect a deduction of points on this portion of their grade. It is important that you read and adhere to the following, as failure to do so will impact your grade:
• Using your smart phone or being on your laptop for any other reason than completing an assignment will also result in a reduction of points.
• Late submissions of in-class assignments or exercises will not be accepted.
• Unless prior approval has been received, a late assignment will be deducted a full letter grade for each day it is late.
• Unless prior approval has been received, no make-up options for quizzes or tests will be available due to absences.
• Respect for all guest speakers is a requirement and name tents need to be visible at all times.
• All students are responsible for signing the class attendance sheet for each class period.

Tests:

There will be two tests in this class. All material included in the text, lectures, and exercises will be subject to examination.

Team Sales Simulation:

Working in small teams, students will prepare and demonstrate a simulated sales opportunity. Teams will progressively develop templates to support their story, from identifying a prospect through selling a product to a business customer. Teams will have the opportunity to create and practice tools and techniques during class exercises. The exercises will culminate with each team presenting their sales story on the last class day. A peer evaluation and checklist for grading of the final presentation will be provided.

Grading:

Your grade for this class will be determined based on the following:

- In-Class Quizzes & Exercises - 200
- Participation - 100
- Test 1 - 250
- Test 2 - 250
- Sales Story Presentation - 200
- TOTAL 1000

Final grades will be calculated based on the total number of points earned for each assignment. Note that at the end of the semester, each individual’s contribution to the team project will be assessed and points for the team project may be adjusted downward if an individual did not contribute his/her fair share.

Academic Integrity:

The UNC Charlotte Academic Integrity Policy will be followed. Each 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:** Any peer evaluations 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.
**Tentative Class Schedule:**

The outline provided below provides a preliminary guide to the course organization. It is subject to change based upon the learning speed of the class or other relevant events.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>May 23</td>
<td>Introduction to Selling Ethics/Legal Issues</td>
<td>Chapter 1&lt;br&gt;Chapter 2&lt;br&gt;<em>In-Class Discussion Worksheet</em></td>
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<td>May 25</td>
<td>Buying Behaviors &amp; Process Communication Principles&lt;br&gt;Adaptive Selling</td>
<td>Chapter 3&lt;br&gt;Chapter 4&lt;br&gt;Chapter 5&lt;br&gt;<em>Product selection due.</em>&lt;br&gt;<em>In-Class Discussion Worksheet</em></td>
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<td>May 30</td>
<td><strong>NO CLASS</strong></td>
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<td>June 1</td>
<td>Behavioral Profiles – DiSC Exercise&lt;br&gt;Prospecting&lt;br&gt;Planning the Call</td>
<td><em>Guest Speaker</em>&lt;br&gt;Chapter 6&lt;br&gt;Chapter 7&lt;br&gt;<em>Tools – (1) Target List (2) Prospecting Plan</em></td>
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<td>June 6</td>
<td><strong>Test 1 Social Selling</strong></td>
<td><em>Guest Speaker</em></td>
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<td>June 8</td>
<td>Making the Call Presentations</td>
<td>Chapter 8&lt;br&gt;Chapter 9&lt;br&gt;<em>Tools – (3) Opening the Call (4) Qualifying Preparation (5) Situation Summary</em></td>
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<td>June 13</td>
<td>Objections&lt;br&gt;Commitment&lt;br&gt;Sales Negotiations</td>
<td>Chapter 10&lt;br&gt;Chapter 11&lt;br&gt;Chapter 12&lt;br&gt;<em>Tool – (6) Negotiation Preparation</em>&lt;br&gt;<em>Guest Speaker</em></td>
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<td>June 15</td>
<td>Building Partnering Relationships&lt;br&gt;Building Long Term Partnerships</td>
<td>Chapter 13&lt;br&gt;Chapter 14&lt;br&gt;<em>In-Class Discussion Worksheet</em>&lt;br&gt;<em>Tool – (7) Managing the Relationship</em></td>
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<td>June 20</td>
<td><strong>Test 2 SPIN Selling</strong></td>
<td><em>Guest Speaker</em></td>
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<td>June 22</td>
<td>Negotiations</td>
<td><em>Book: Getting to Yes</em>&lt;br&gt;<em>In-Class Negotiation Feedback</em></td>
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<td>June 27</td>
<td>Negotiations&lt;br&gt;Finish Team Presentations</td>
<td><em>Guest Speaker</em></td>
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<td>June 29</td>
<td>Sales Success Story Presentations</td>
<td><em>Teams Present Stories</em></td>
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