

*FINN 3000-001  
Insurance Sales & Negotiations  
Spring, 2020*

Instructor: Thomas S. Marshall

Office: 350D Friday Building

Office Hours: TR 4:00 – 6:00 PM and by Appointment

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Class Meets: TR, 10:00 AM – 11:15 AM, Friday 116

### **Special Information**

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. UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230

Regular class attendance and promptness are expected. Three or more unexcused absences or frequent tardiness are considered adverse attendance. Classroom performance (interactive assessments, class discussion and attendance) represents 20% of the final grade.

All students are welcome to visit with me during office hours or by appointment.

All students are required to be familiar with the following two codes defined in the 2019-2020 Undergraduate Catalog <https://catalog.uncc.edu/index.php> and to conduct themselves in accordance with the standards set forth:

- A. The UNC Charlotte Code of Student Academic Integrity
- B. The UNC Charlotte Code of Student Responsibility

### **Course Description**

This Sales and Negotiations course focuses on consultative sales and principled negotiations, which are key elements in achieving professional success. Consultative sales involves discovering client problems and developing solutions that provide substantial value to the client. Clients can be teammates or colleagues within the same company or external clients. Key sales skills that will be discussed and developed are professional ethics, personal branding, networking, communication, creating client relationships, handling objections, obtaining commitment and teaching, tailoring and taking control. Negotiation skills include separating people from the problem, focusing on interests, inventing options for mutual gain and insisting on objective standards. The goal of principled

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negotiations is to develop a wise agreement with an amicable outcome. All of these topics will be discussed and applied through class discussion, individual and team exercises and case studies.

### **Course Objectives**

1. Understand insurance as a risk management technique
2. Develop basic skills of personal branding and networking
3. Understand and apply consultative sales skills
4. Understand and apply principled negotiation skills
5. Discuss the development of a marketing and competitive strategy

### **Learning Resources**

#### ***Poll Everywhere***

*The Student Participation grade is based on attendance and interactive assessments using Poll Everywhere.* Students must have a Wi-Fi enabled device to log in to Poll Everywhere and to respond to questions. This can be a laptop computer, tablet, or smartphone. If you do not have such a device, you will need to acquire one each time you attend class, and you have several options. The simplest option may be to buy an inexpensive tablet, such as an Amazon Fire (formerly known as Kindle Fire), which is just under \$50, or you can use an (inactivated) Wi-Fi-only smart phone, which can also be purchased for as low as \$20 or \$30. This [list of mobile devices](#) provides a description of possible devices (phones, tablets, and laptops) that can be used with Poll Everywhere. Another option includes checking out a laptop or tablet from the library on a daily basis, but this method is not completely reliable, since availability is not always guaranteed. Students will be able to respond to polling questions by entering their UNC Charlotte NinerNET email address. Students will be prompted to sign in via Single-Sign On (SSO) to respond to questions. Faculty will communicate to their students where the Poll Everywhere link can be found on the question slide.

#### ***Textbooks***

Following texts are available at the Bookstore or Amazon:  
*The Challenger Sale, Dixon and Adamson, Text is Recommended.*  
*Getting to YES, Negotiating Agreement Without Giving In, Fisher & Ury, Text is Required.*

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**Examinations and Grades**

The grading scale is as follows:

90 and above = A; 80 – 89 = B; 70 – 79 = C; 60 – 69= D; less than 60 = F

1. There will be two examinations. Each exam is 40% of the final grade. In general, no make-up exams will be given. If a student misses an exam because of an excused absence, the missed exam weight will be added to the final exam weight, and the final exam will be comprehensive (including material from the missed exam). If a student misses an exam because of an unexcused absence, a zero (0) grade will be assigned for that exam.
  
2. 20% of the final grade is based on classroom participation including attendance, class discussion and interactive assessments. Failure to attend class for a guest speaker presentation will result in a zero grade for that class session.
  
3. Attendance at the Financial Services Career Fair (one hour minimum) on October 1 is mandatory. An unexcused absence from the Career Fair will result in a 5-point reduction in the final course grade.

**Tentative Assignments**

<b>Date</b>	<b>Topic</b>	<b>Chapter</b>
January 9	Introduction to GIS and Insurance Sales & Negotiations	Canvas
14	Insurance Sales & the Insurance Market	Canvas
16	Professional Ethics	
21	Professional Ethics Case Studies	
23	Personal Branding, LinkedIn & Elevator Speech	Canvas
28	LinkedIn, Resume, Interview	Canvas
29	CEO Speaker	
30	Young Producers Study	<i>Young Producers Study, ECM Agency (Rough Notes)</i>
February 4	Case Study - ECM Solutions	Canvas
6	Communication & Adaptive Selling	Canvas
11	Prospecting for New Clients	Canvas
13	Handling Objections	Canvas

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	18	Speaker: <i>David Rogers, Robbins &amp; Associates</i>	
	20	Obtaining Commitment	
	25	<b>Financial Services Career Fair</b>	<i>Canvas Cone 341, 5:00-7:30 PM</i>
	27	Building Long-Term Partnerships	
March	10	<b>Mid-Term Exam</b>	
	12	Challenger Sales Overview	<i>Challenger Sale, Dixon &amp; Adamson</i>
	17	Challenger –Tailoring & Taking Control	
	19	Challenger – ADP Case	
	24	Challenger - Grainger Case	
	26	No Class	
	31	Speaker: <i>Mike Moore, Transition Insurance</i>	
April	2	Negotiations – Getting to Yes	<i>Getting to Yes, Fisher &amp; Ury</i>
	7	Negotiations – Options, Standards, BATNA	
	9	Negotiations – Global Case	
	14	Negotiations – Pappas Case	
	16	No Class	
	21	Salary Negotiations	
	23	Sales Strategic Planning	
	28	Sales Strategic Planning	
May	7	<b>Final Exam, 8:00 AM</b>	