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: Getting to Yes: Negotiating Agreement without Giving In, Ury and Fisher
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 ethics issues pertaining to sales/negotiations
Gain an understanding of the practice of Negotiation and how to use it in various situations

Course Methodology: Class material will come from the text/book, 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 Moodle; it is the student’s responsibility to check Moodle regularly.

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 the quantity. Those who attend class with only two absences but do not participate should expect a grade of 90. 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 decrease in points. There will be assigned seating and name tents need to be visible. Attendance will be taken using the seating chart.

Tests: Tests can only be made up with prior permission, and must be taken within 48 hours after the problem is resolved. It is your responsibility to contact me about scheduling a make-up. 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.

Grading: Sales Presentations/Evals (First Presentation 25%, Second 75%) 30%
Negotiations-Salary Negotiation (10%), Domestic (5%), Global (5%) 20%
Two tests at 20% each 40%
In-Class Exercises/Participation/Attendance 10%
All explanations of assignments are on Moodle; please look for any updates of the syllabus on Moodle also.

All written work MUST be submitted to me in class, do not email me your assignments. Emailed assignments will be docked 5 points and may not be considered for grading. In addition, electronic copies of all work must be uploaded to Moodle. Late work will lose two points a day until the end of classes and then will lose 10 points for each late day. 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.
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<td>Introduction</td>
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<td>February 17</td>
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<td>February 19</td>
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<td>February 24 and 26</td>
<td>Sales Presentation Taping, Fretwell 126</td>
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*Spring Break*

March 10  Negotiations-Don’t Bargain Over Positions, *Getting to Yes (Tradebook)*
Navigator-Separate People from the Problem

March 12  Negotiations-Focus on Interests, Not Positions; Invent Options for Mutual Gain

March 17  Negotiations-Insist on Using Objective Criteria; BATNA

March 19  *Teams Review Sales Presentations*

March 24  In-Class Negotiations

March 26  Domestic Negotiation
March 31  49er Diner Recap

April 2  
  Guest Speaker
  49er Diner Analysis Due

April 7  Negotiations-Global

April 9  Global Negotiation

April 14 and 16  Second Sales Presentation Taping
  Global Negotiation Analysis due

April 21  Salary Negotiations-Initial Assignment due

April 23, 28  Salary Negotiations

Final Exam Time Period-Test #2, Salary Negotiation Analysis due