Course: Principles of Sales BUS 357.01  
Semester: Spring 2014  
Instructor: Robert E. Ettl  
Instructor contact information: E-Mail: Robert.ettl@stonybrook.edu  
Tel. No. (631) 632-1696  
Office Hours Monday & Wednesday 12:00 –2:00 Harriman Hall room 314B  
Meeting Time: Tuesday & Thursday, 5:30 – 6:50  
Location: Harriman Hall room 116

COURSE DESCRIPTION:

This course is intended to introduce the students to the principles of professional selling. Many entry level positions in today’s business environment are through sales jobs. Students need to understand what is expected and what they can hope to accomplish in a sales job or even a sales career. It’s all about communication. Communicating value and the concept of a win win customer partnering relationship. In addition, communicating in any business situation is the key to success. Being able to “sell” your ideas, projects, and positions needs to be addressed as part of your personal and professional skills.

The sales function is an important strategic plan in today’s extremely competitive marketplace since it enables a business organization to satisfy a customer’s needs through a coordinated set of activities that also allows the organization to achieve its goals. Profitability through customer satisfaction is the major objective of the sales function.

This course will be conducted by class lectures and assignments that will emphasize how the material relates to the real world of business.

TEXTS: There is no required text. The instructor will provide assignment information.

CLASSROOM PHILOSOPHY: It is my intent to totally involve the students in the learning process and let them discover the impact of sales practices on the success and profitability of business operations. Student participation in classroom discussions will be paramount in all my activities. Only by open and honest dialog and sharing of ideas can we learn to respect and appreciate each other’s views. All content discussed in class will be applicable to real life business situations.
The lecture is the core upon which the course material is built. It is my option how to edit the material to best meet the needs of the students and the course objectives. Sources of information used include professional experience, trade journals, business consultant reports, other books, government publications etc.

**STUDENT LEARNING OUTCOMES:**

**Business knowledge:**
1. Define the marketing concept and show how the principles of sales integrate with a marketing plan.
2. Demonstrate knowledge of the key elements that make an effective “sales presentation”.
3. Understand consumer and industrial buying behavior and the influences on their buying decisions.
4. Understand how sales success is a function of adding value.
5. The significance of product/service knowledge.
6. How to identify and qualify prospects.
7. Learn how to develop a sales vocabulary and use the feature/benefit analysis

**Innovative business practices:**
1. Determine how major socio-economic trends will have a strong impact on developing new sales strategies for the 21st century.
2. Explore the future of sales in the rapidly growing global marketplace of the 21st century.

**Critical thinking:**
1. Understand the importance of “positioning” a product in the consumer’s mind and awareness, and how it helps to build major brand names.
2. Understand the roles of the Internet and technology as sales tools.
3. Understand the role of partnering in a customer relationship management program

**Ethical reasoning:**
4. Understand ethical issues associated in a sales environment and how they impact the longer term profitability of the company and its relationship with customers...

**Communication Skills:**

1. How to develop and develop professional sales presentations.

**CLASSROOM METHODOLOGY:**

In order to accomplish the objectives listed above, it is essential that each student prepare for class any material assigned for the session. During the class, the topic to be covered will be accomplished by lecture and class discussions.

**GRADING POLICY:**

Test # 1………………………………….…25 %  
Test # 2……………………………………30 %  
Test # 3……………………………………30%  
Assignments………………………………10%  
Attendance………………………………5%

**INCOMPLETES:**

Given only if justified by cogent reasons such as illness or emergency. A student who has failed to fulfill responsibilities in a course will not be given an incomplete just to provide additional time to make up the material.

All students will be responsible for submitting class assignments when they are due. **Late or incomplete assignments will not be accepted.** Assignments will be typed and evaluated on content, format and the proper use of spelling, punctuation and grammar.

**GRADE DISTRIBUTION IS AS FOLLOWS:**

- A…..96-100  
- A-….92-95  
- B+…88-91  
- B…84-87  
- B-…80-83  
- C+…76-79  
- C…72-75  
- C-…68-71  
- D+…64-67
The instructor is available for extra help throughout the semester. Please take advantage of this opportunity as early and frequently as necessary. **THERE WILL BE NO ASSIGNMENTS FOR EXTRA CREDIT EXCEPT FOR GIVING A VOLUNTARY SALES PRESENTATION TO THE CLASS AT THE END OF THE SEMESTER.**

**ATTENDANCE AND LATENESS:**

Students are expected to attend class and be on time. Attendance will be taken at the beginning of each class. You are allowed a maximum of three absences. Two late arrivals will equal one absence. **IT IS YOUR RESPONSIBILITY TO INSURE YOUR ATTENDANCE IS RECORDED PROPERLY IF YOU ARRIVE LATE FOR CLASS.**

**ACADEMIC INTEGRITY:**

Each student must pursue his or her academic goals honestly and be personally accountable for all submitted work. Representing another person's work as your own is always wrong. Faculty is required to report any suspected instances of academic dishonesty to the Academic Judiciary. For more comprehensive information on academic integrity, including categories of academic dishonesty please refer to the academic judiciary website at [http://www.stonybrook.edu/uaa/academicjudiciary/](http://www.stonybrook.edu/uaa/academicjudiciary/)

**ACADEMIC DISHONESTY:**

The College of Business regards any act of academic dishonesty as a major violation punishable by severe penalties, including dismissal from the University. University policy requires that instructors and GAs and TAs report all suspected cases of academic dishonesty to the appropriate Academic Judiciary Committee, which is empowered to take strong action against violators. Under no circumstances will the College of Business permit cheating of any kind. Many activities constitute academic dishonesty. The following list is not inclusive, only suggestive:

- Cheating on exams or assignments by the use of books, electronic devices, notes, or other aids when these are not permitted, or by copying from another student.
- Collusion: two or more students helping one another on an exam or assignment when it is not permitted.
- Ringers: taking an exam for someone else, or permitting someone else to take one's exam. Submitting the same paper in more than one course without permission of the instructors.
- Plagiarizing: copying someone else's writing or paraphrasing it too closely, even if it constitutes only some of your written assignment.
- Submitting the same paper in more than one course without approval of the instructors.
- Falsifying documents or records related to credit, grades, status (e.g., adds and drops, P/NC grading), or other academic matters.
- Altering an exam or paper after it has been graded in order to request a grade change.
- Stealing, concealing, destroying, or inappropriately modifying classroom or other instructional material, such as posted exams, library materials, laboratory supplies, or computer programs.
- Preventing relevant material from being subjected to academic evaluation.

**AMERICANS WITH DISABILITIES ACT:**

If you have a physical, psychological, medical, or learning disability that may impact your course work, please contact Disability Support Services at (631) 632-6748. They will determine with you what accommodations are necessary and appropriate. All information and documentation is confidential. Students who require assistance during emergency evacuation are encouraged to discuss their needs with their professors and Disability Support Services. For procedures and information go to the following website: [http://www.sunysb.edu/ehs/fire/disabilities.shtml](http://www.sunysb.edu/ehs/fire/disabilities.shtml)

**CRITICAL INCIDENT MANAGEMENT:**

Stony Brook University expects students to respect the rights, privileges, and property of other people. Faculty are required to report to the Office of University Community Standards any disruptive behavior that interrupts their ability to teach, compromises the safety of the learning environment, or inhibits students' ability to learn. Faculty in the HSC Schools and the School of Medicine are required to follow their school-specific procedures. Further information about most academic matters can be found in the Undergraduate Bulletin, the Undergraduate Class Schedule, and the Faculty-Employee Handbook.

**BLACKBOARD:**

You can access class information on-line at: [http://blackboard.sunysb.edu](http://blackboard.sunysb.edu). If you have used Stony Brook's Blackboard system previously, your login information (Username and Password) has not changed. If you have never used Stony Brook's Blackboard system, your initial password is your SOLAR ID# and
your username is the same as your Stony Brook (sparky) username, which is generally your first initial and the first 7 letters of your last name. If you are having trouble logging into Blackboard, you will need to log into SOLAR to verify your Net ID username & set your Net ID Security Question and Password. For more information, visit: http://clientsupport.stonybrook.edu/ If you are a student and continue to have a problem logging into Blackboard, you will need to bring photo ID to either the Melville Library SINC Site Room S1460 or the Union SINC Site Room 080 and speak to a Blackboard Administrator from Saturday - Friday from 9 am - 5 pm.

**SCHEDULE OF ACTIVITIES:**

1/28.............Introduction to personal selling and syllabus review

1/30............The personal selling environment

2/4............. Selling in the production era and strategic selling

2/6.............Ethics and legal aspects of selling

2/11.......... Emotional intelligence and relationship selling

2/13.......... Five targets of relationship selling and self image

2/18....... ....Test # 1

2/20.........Buyer behavior

2/25.........Buyer behavior and listening skills

2/27.........Communication models

3/4.............Communication styles and Myers Briggs

3/6..........Qualifying prospects and finding new business

3/11..........Product positioning and differentiation

3/13..........Product life cycle and extended product

3/18 and 3/20…Spring Break

3/25.........Test # 2
3/27…………Information needed to know before selling

4/1…………Information need to know continued

4/3…………Five elements of a sales presentation

4/8…………Sales vocabulary, benefits/features and types of presentations

4/10………..Selling and fact finding techniques

4/15………..Sales demonstration techniques

4/17………..Closing techniques

4/22………..Closing techniques continued

4/24………..Test # 3

4/29………..Identifying and handling objections

5/1………..Post purchase behavior and sales presentations

5/6………..Sales presentations

5/8………..Sales presentations

Test dates shown above are subject to change depending on the pace of the class as we cover the material.