
NORTHWEST UNIVERSITY

**COLLEGE OF
BUSINESS**

UNDERGRADUATE PROGRAM

SYLLABUS



Course Code: BMGT 4173/BMKT 4173

Course Title: Advanced Professional Selling

Semester: Spring 2023

Instructor: Dr. Tony Pizelo



COLLEGE OF BUSINESS

COURSE CODE: BMGT 4173/BMKT 4173

COURSE TITLE: Advanced Professional Selling

COURSE CREDITS: 3 credits

COURSE DESCRIPTION

This class will seek to more fully prepare students for excellence in an entry-level professional selling position. Specifically, students will gain advanced instruction and skill development in interpersonal communication skills (especially in team selling situations), career management, personal productivity, deal negotiation, and coordination with other functional areas.

LEARNING OUTCOMES AND ASSESSMENT

Course Learning Outcomes

By the end of this course, you should be able to:

CLO1	Earn Sales Force badges and basic certification (a minimum of 5,000 points).
CLO2	Earn SmartFox Prime Professional Certification.
CLO3	Prepare and deliver an effective sales presentation.
CLO4	Design and demonstrate an effective pre-approach, approach strategy, and a needs analysis of a prospective customer.
CLO5	Execute responses to sales resistance, sales objections, with effective sale closes.
CLO6	Create, and lead a virtual sales presentation.
CLO7	Develop and conduct a team sales presentation.

Program Learning Outcomes

By the end of the business program, you should be able to:

PLO1	Demonstrate foundational knowledge of common business principles.
PLO2	Articulate business concepts and theories to help solve real-world problems.
PLO3	Apply career readiness skills needed for the workforce.
PLO4	Implement strategies for demonstrating character and competence as a Christian business leader.
PLO5	Evaluate practices and issues in business from a Christian worldview.

Mapping of Course and Program Outcomes

LEARNING OUTCOMES		PLO1	PLO2	PLO3	PLO4	PLO5	ASSIGNMENT
CLO1	Earn Sales Force badges and basic certification (a minimum of 5,000 points).	X		X			Sales Force Trailhead assignments.
CLO2	Earn SmartFox Prime Professional Certification.	X		X			SmartFox certification assignments.
CLO3	Prepare and deliver an effective sales presentation.	X	X				Individual Sales Presentation and Power Point Slides
CLO4	Design and demonstrate an effective pre-approach, approach strategy, and a needs analysis of a prospective customer.		X	X			Financial Portfolio Assignment. HW/Quiz lessons. Exams.
CLO5	Execute responses to sales resistance, sales objections, with effective sale closes.			X	X	X	Biblical Integration to Sales
CLO6	Create, and lead a virtual sales presentation.			X			Virtual sales presentation assignment.
CLO7	Develop and conduct a team sales presentation.			X	X		Team sales presentation assignment.

FAITH INTEGRATION

The Biblical Integration to Sales assignment and the final team sales assignment, and the assignment involving responses to sales resistance, sales objections, with effective sale closes, all include faith integration.

TEACHING METHOD

The course will be focused on student sales presentations, role plays, and the development of Sales Force and SmartFox technologies. In addition, sales techniques will be covered in in-class lecture material and in-class problem assignments.

CAREER READINESS INITIATIVE

We want students to leave Northwest University (NU) aware and able to communicate to future employers that NU prepared them, not just with courses and degrees, but with identifiable professional skills. We believe that many workplace skills are already being taught in our classes. The **Career Readiness Initiative** is designed to ensure that students can recognize, apply, and communicate these skills.

In alignment with this initiative, the College of Business identified key professional skills that we believe business graduates most need. Some business courses will include a specific **Skill-Based Assignment** aimed at developing one or more of these skills.

The **Competency Group** and **Professional Skills** that you will develop from this course include:

COMPETENCY GROUP	PROFESSIONAL SKILLS
Technology	Sales Force 5,000 points minimum of Sales Force Badges (Certifications) and SmartFox professional certification.
Teamwork	Develop and conduct a team sales presentation.

REQUIRED TEXTBOOK(S)

1. Professional Selling 1st Edition (2022) Shane Hunt, George Deitz, and John Hansen McGraw-Hill Higher Education, ISBN13:9781264138593
FOR YOUR STUDENTS (from the McGraw-Hill rep): “Here is a link and a promotion code where students can purchase an eBook for only \$47.00!”
<https://www.mheducation.com/highered/product/professional-selling-hunt-deitz/M9781264138593.html>
\$5.00 off Promo Code: MYFUTURE23
2. To Sell Is Human: The Surprising Truth About Moving Others (2012), Daniel H. Pink Riverhead Books ISBN: 9781594631900
3. Sales Force & SmartFox Course Activation Fee = \$25 and \$10 Certificate Fee.

SUPPLEMENTAL READINGS AND MATERIAL

This course has a companion website. You can view it by accessing Discovery on the Eagle homepage: <http://eagle.northwestu.edu/>. Each week, at this Discovery site, will be additional materials that support your class assignments and understanding of class content. You will submit your assignments and complete HW/quizzes electronically.

COURSE EVALUATION

Students have an opportunity to earn up to **1000 points** for the following assignments:

COURSE ASSIGNMENTS	POINTS
Class Participation	50
HW/Quizzes from textbook material (4x25)	100
Write and Deliver a Successful Elevator Speech	50
Prepare and Write a Sales Presentation	50
Biblical Integration to Sales Assignment	50
Pre-approach and Approach Strategy Role Play Assignment	50
E-mail Prospecting	50
Sales Resistance, Objections and Responses Role Play Assignment	50
Closes and Closing Role Play Assignment	50
Virtual Sales Presentation, and Outline	100
Sales Force Trailhead assignments	100
SmartFox certification assignments	100
Team Sales Presentation, Outline, and Power Point Slides	100
Individual Sales Presentation (also outline and slides)	100
TOTAL POINTS POSSIBLE	1000

Points will be converted using the following **grading scale**:

GRADE	PERCENTAGE	GRADE	PERCENTAGE
A	93 – 100 %	C	73 – 76 %
A-	90 – 92 %	C-	70 – 72 %
B+	87 – 89 %	D+	67 – 69 %
B	83 – 86 %	D	63 – 66 %
B-	80 – 82 %	D-	60 – 62 %
C+	77 – 79 %	F	59 and below

COURSE OUTLINE

W	DAY	TOPIC	READING	OTHER
1	1/10/2023	Introduction, Student Wellness, Syllabus Discussion & Ch. 1: Everyone is a Salesperson (Hunt), Ch. 1: We're All in Sales Now (Pink) Sign-up for Biblical Integration to Sales	Hunt, et al., (2022), Ch.1 Pink, (2012), Ch.1	
	1/12/2023	Continue from Tuesday		
2	1/17/2023	Introduction to Sales Force and SmartFox		
	1/19/2023	Continue from Tuesday		
3	1/24/2023	Ch. 2: Prospecting and Qualifying (Hunt), Ch. 2: Entrepreneurship, Elasticity, and Ed-Med (Pink)	Hunt, et al., (2022), Ch. 2 Pink, (2012), Ch. 2	
	1/26/2023	Continue from Tuesday		
4	1/31/2023	Write and Deliver a Successful Elevator Speech		
	2/2/2023	Prepare and Write a Sales Presentation		
5	2/7/2023	Ch.3: Engaging Customers and Developing Relationships (Hunt), Ch.3: From <i>Caveat Emptor</i> to <i>Caveat Venditor</i> (Pink)	Hunt, et al., (2022), Ch. 3 Pink, (2012), Ch. 3	
	2/9/2023	Continue from Tuesday		HW1 Due 2/12 (Chs. 1-3 Hunt, Pink 1-3) by 11:59pm
6	2/14/2023	Guest Speaker		
	2/16/2023	Hunt, (2022), Ch. 4: Social Selling / Pink, (2012), Ch. 4: Attunement	Hunt, et al., (2022), Ch. 4 Pink, (2012), Ch. 4	
7	2/21/2023	Pre-approach and Approach Strategy Role Play Assignment		

	2/23/2023	Continue from Tuesday		
8	2/28/2023	Hunt, (2022), Ch.5: Sales-Presentation Strategies / Pink, (2012), Ch.5: Buoyancy	Hunt, et al., (2022), Ch.5 Pink, (2012), Ch.5	
	3/2/2023	Continue from Tuesday Needs Analysis Role Play Assignment		HW2 (Chs. Hunt 4,5, Pink 4,5) Due 3/19 by 11:59pm
		Spring Break 3/6 – 3/10		
9	3/14/2023	Hunt, (2022), Ch.6: Solving Problems and Overcoming Objections / Pink, (2012), Ch.6: Clarity	Hunt, et al., (2022), Ch.6 Pink, (2012), Ch.6	
	----- - 3/16/2023	Continue from Tuesday		
10	3/21/2023	Sales Resistance, Objections and Responses		
	3/23/2023	Continue from Tuesday, Virtual Sales Presentation Prep Sales Resistance, Objections and Responses Role Play Assignment		
11	3/28/2023	Hunt, (2022), Ch.7: Negotiating Win-Win Solutions / Pink, (2012), Ch.7: Pitch Closes and Closing Role Play Assignment	Hunt, et al., (2022), Ch.7 Pink, (2012), Ch.7	
	3/30/2023	Virtual Sales Presentations		
12	4/4/2023	Hunt, (2022), Ch.8: Profitology: Pricing and Analytics in Sales / Pink, (2012), Ch.8: Improvise	Hunt, et al., (2022), Ch.8 Pink, (2012), Ch.8	
	4/6/2023	Reading Day > No Class		
13	4/11/2023	Ch.7: Pitch Closes and Closing Role Play Assignment Hunt, (2022), Ch.9: Sales Compensation and Career Development Discuss Team Sales Presentations	Hunt, et al., (2022), Ch. 9	HW3 (Chs. Hunt 6,7, Pink 6,7) Due 4/16 by 11:59pm
	4/13/2023	Continue from Tuesday Pink 8 & 9 Hunt Ch. 10	Hunt, et al., (2022), Ch.10 Pink, (2012), Ch.9	
14	4/18/2023	Work on Team Sales Presentation & Smartfox		

	4/20/2023	Team Sales Presentations Upload Slides, & Outline by 4/23 by 11:59pm		HW4 (Chs. Hunt 8-10, Pink 8-9) Due 4/23 by 11:59pm
15	4/25/2023	Guest Speaker & Work on Individual Sales Presentations		
	4/27/2023	Guest Speaker & Work on Individual Sales Presentations		
16	5/2/2023	Individual Sales Presentation 1:00pm – 3:00pm		Final Individual Sales Presentation, Slides, & Outline due 5/2 by 11:59pm

COURSE REQUIREMENTS

ASSIGNMENT	Biblical Integration to Sales
DUE DATE	Student sign-ups
POINTS	50
PURPOSE	CLO5, PLO5
INSTRUCTIONS	See below for instructions on this assignment
GRADING CRITERIA	Rubric check from assignment instructions

ASSIGNMENT	HW#1
DUE DATE	2/12/2023
POINTS	25
PURPOSE	CLO1
INSTRUCTIONS	Complete HW questions posted on Discovery from Chs.1-3, from Hunt & Pink.
GRADING CRITERIA	MC

ASSIGNMENT	Write and Deliver a Successful Elevator Speech
DUE DATE	1/31/2023
POINTS	50
PURPOSE	CLO3
INSTRUCTIONS	Instructions posted on Discovery.
GRADING CRITERIA	Rubric

ASSIGNMENT	Prepare and Write a Sales Presentation
DUE DATE	2/2/2023
POINTS	50
PURPOSE	CLO1
INSTRUCTIONS	Instructions posted on Discovery.
GRADING CRITERIA	Rubric

ASSIGNMENT	Pre-approach and Approach Strategy Role Play Assignment
DUE DATE	2/21/2023
POINTS	50
PURPOSE	CLO2
INSTRUCTIONS	Instructions posted on Discovery.
GRADING CRITERIA	Rubric
ASSIGNMENT	HW#2
DUE DATE	3/5/2023
POINTS	25
PURPOSE	CLO2
INSTRUCTIONS	HW questions posted on Discovery from Chs. 4,5 from Hunt & Pink.
GRADING CRITERIA	MC

ASSIGNMENT	Needs Analysis Role Play Assignment
DUE DATE	3/2/2023
POINTS	50
PURPOSE	CLO1-3
INSTRUCTIONS	Instructions posted on Discovery.
GRADING CRITERIA	Rubric

ASSIGNMENT	Sales Resistance, Objections and Responses Role Play Assignment
DUE DATE	3/23/2023
POINTS	50
PURPOSE	CLO3
INSTRUCTIONS	Instructions posted on Discovery.
GRADING CRITERIA	Rubric

ASSIGNMENT	Closes and Closing Role Play Assignment
DUE DATE	3/30/2023
POINTS	50
PURPOSE	CLO3
INSTRUCTIONS	Instructions posted on Discovery.
GRADING CRITERIA	Rubric

ASSIGNMENT	HW#3
DUE DATE	4/2
POINTS	25
PURPOSE	CLO2
INSTRUCTIONS	Complete HW questions posted on Discovery from Hunt 6,7, Pink 6,7)

GRADING CRITERIA	MC
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ASSIGNMENT	HW4
DUE DATE	4/23/2023
POINTS	25
PURPOSE	CLO3
INSTRUCTIONS	Complete HW questions posted on Discovery from (Chs. Hunt 8-10, Pink 8-9)
GRADING CRITERIA	MC

ASSIGNMENT	Team Sales Presentation, outline, and Power Point Slides
DUE DATE	4/20/2023
POINTS	100
PURPOSE	CLO1-5 and you will develop professional skills related to the Writing, Technical Project Management, and Presentation Skills competencies.
INSTRUCTIONS	See instructions on Discovery.
GRADING CRITERIA	Rubric

ASSIGNMENT	Final Individual Sales Presentation, Slides, & Outline
DUE DATE	5/2/2023
POINTS	100
PURPOSE	CLO7 and you will develop professional skills related teamwork.
INSTRUCTIONS	Give Individual Sales Presentation on Tuesday 5/2/2023 in class. Upload slides and outline to Discovery by 5/2/2023 by 11:59PM.
GRADING CRITERIA	Rubric

ATTENDANCE, PARTICIPATION, AND LATE WORK

Participation

Throughout this course, students are expected to be prepared to discuss issues and relevant course topics and to participate in group or team activities. For these activities, students are required to be actively involved to receive credit (i.e., making substantive comments, answering questions, working in teams, and preparing presentations).

Each class will focus on issues covered in the reviewed materials. Your input and participation are key to successful discussions. You will be called upon randomly and will be expected to share during those times. Students must take personal responsibility for their own learning by taking notes, regularly reviewing the syllabus, and initiating meetings with the instructor when necessary. It is important to note that there will be insufficient time to cover every issue in depth during this course. Students **MUST** bring their textbook to each class session.

The quality of your written and verbal communication is important. Expectations of interactions during this course are for every student to represent themselves in a professional manner and be respectful to the instructor and others. Laptops may be used in class; however, all activities on

your laptop must be related to the class. Cellphone ringers should be off and not used during class unless directed by the instructor.

Late Work

Students must coordinate with the professor to submit an assignment late. For each late day, 10 percent will be deducted. Assignments will not be accepted after 5 late days. The late policy can be waived if there is a valid reason for your late submission; however, this is left up to the discretion of the instructor.

ACADEMIC HONESTY

Northwest University expects honesty from students in all areas, including their academic lives. Academic dishonesty is a serious violation of Christian standards and may result in the student receiving an “F” in the course, being dismissed from the course, or possibly being dismissed from the University. Instances of academic dishonesty are typically reported to the Provost’s Office.

Academic dishonesty includes cheating on assignments or examinations, submitting the same (or essentially the same) paper in more than one course without prior consent of the current assigning professor(s), sabotaging another student’s work, and plagiarizing. Plagiarism is defined as “using someone else’s ideas or phrasing and representing those ideas or phrasing as our own, either on purpose or through carelessness” (MLA).

Any student disciplined by a faculty member for alleged academic dishonesty has the right to appeal the disciplinary action. The student should initiate his/her appeal according to procedures outlined in the Northwest University Student Academic Appeals Policy, which is available in the Provost’s Office or the Student Development Office.

LEARNING MANAGEMENT SYSTEM

If something is wrong in Discovery, the syllabus takes precedence, and the learning management system will be updated accordingly. Students are expected to carefully read the syllabus and revisit it weekly to adequately prepare homework, quizzes, readings, etc. Assignment instructions are provided in syllabus and Discovery. The instructor may slightly adjust an assignment; however, adequate notice will be provided to students in class or through Discovery. Be sure to check Discovery for any additional expectations outlined by the instructor.

COMMUNICATION WITH FACULTY AND UNIVERSITY OFFICES

The university recognizes two means of official communications with enrolled students: email sent to the student’s Northwest University email address and USPS mail sent to the student’s permanent address as recorded with the Registrar’s Office. Students are responsible to read and respond to these messages and to keep their permanent address updated with the Registrar’s Office. The university assumes that students have received all messages sent by these means and acts accordingly.



Northwest UNIVERSITY

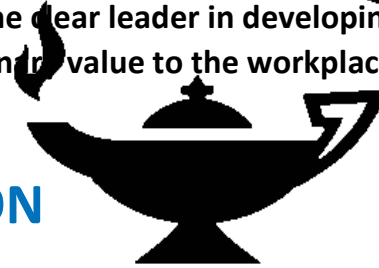
COLLEGE OF BUSINESS

VISION

The vision of the College of Business is to be the clear leader in developing Christian business leaders who bring extraordinary value to the workplace.



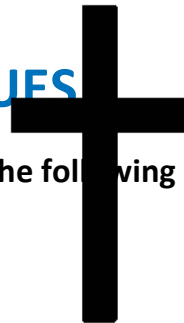
MISSION



The mission of the College of Business is to develop high-character, competent, and skilled business leaders who serve and thrive in the workplace through the integration of faith and learning.

CORE VALUES

The College of Business is guided by the following core values:



- Character
- Leadership
- Skill Development
- Integration of Faith and Learning
- Collaboration
- Service