

Dillard College of Business Administration

Professional Selling 3763

CONTACT INFORMATION

Instructor: Dr. Thuy D. Nguyen

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Office: DB 278

Office Hrs. TR 10:00-11:00 AM, 12:30-1:30 PM;

Classroom Streaming and Virtual Office: [Zoom office: https://msutexas-edu.zoom.us/j/6172858399](https://msutexas-edu.zoom.us/j/6172858399)

REQUIRED MATERIALS

1. Rackham, Neil, *SPIN Selling: Situation, Problem, Implication, Need-payoff*, McGraw-Hill. (Do not purchase the SPIN Field book, paperback and recover).
2. **Webcam, computer, cellphone**
3. **MSU Texas Respondus Lockdown Browser, downloadable using this link [RLB https://msutexas.edu/distance/lockdown-browser.php](https://msutexas.edu/distance/lockdown-browser.php)**

COURSE DESCRIPTION

The course concentrates on professional selling principles and practices of business. This includes principles of communication, listening, selling yourself, and selling a product. After completing this course, students should be able to:

1. Identify the fundamental principles of selling;
2. Promote a professional attitude toward business in general and toward the selling profession in particular;
3. Examine the operational side of selling in all pertinent functional areas that contribute to the success of marketing in the firm and to the success of the business as it operates in the marketplace;
4. Interpret factual knowledge of selling as you gain an understanding of professional selling as a major function within the marketing and promotional mix of a firm;
5. Demonstrate skill in expressing yourself as you improve your communication ability;
6. Synthesize course materials as you prepare and present a sales presentation by visually, verbally, and nonverbally communicating your information using the selling skills discussed in class and in your textbook.

LEARNING GOALS

1. **Written Communication Skills:** Students will practice written communication skills during several in class exercises. The written communication skills will be assessed in the two class projects. The student will prepare a cover letter and his or her own resume which will also be used for the sell yourself.
2. **Oral Communication Skills:** Each student will make two presentations. The student's oral presentation skills will be assessed on his or her ability to speak clearly and communicate

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well with a potential employer and a mock customer. Both presentations will be recorded and graded.

3. **Critical and Analytical Thinking/Decision Making:** Students will develop and practice critical and analytical thinking/decision making skills during in-class exercises. The class will practice how to identify customers manifest and latent buying motives as well as develop tools to help customers articulate their latent needs. Critical and analytical thinking/decision making skills will be assessed in the capstone project.

These general learning goals are among those established by the Dillard College of Business Administration. General learning goals represent the skills that graduates will carry with them into their careers. While assessing student performance in obtaining these general learning goals, the Dillard College is assessing its programs. The assessments will assist us as we improve our curriculum and curriculum delivery.

PHILOSOPHY AND EXPECTATIONS

My expectation from this class (i.e., you and I) is captured in one of my favorite quotes from a fortune cookie at a Chinese Restaurant:

“By asking for the impossible we obtain the best possible.”

This course is difficult, challenging and will stretch you to your limits. However, with the right attitude and hard work (on your part), you can make the experience intrinsically rewarding and fulfilling. You can even make the experience fun for yourself. Remember, only you can do it. As regards my contribution, I can promise you that I shall give you my best. Of course, I also expect the best from you. This is the basic underlying philosophy behind this class (and for other classes and may be even life in general).

CLASS POLICY AND CONDUCT

Professionalism

The faculty, staff, and students of the Dillard College of Business Administration are committed to being a “professional” in our words, conduct, and actions. The qualities of a professional include:

- A commitment to the development of specialized knowledge
- Competency in analytical, oral and written communication skills
- Self-discipline
- Reliability
- Honesty and integrity
- Trustworthiness
- Timeliness
- Accountability for words and actions
- Respect for others and other cultures

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- Politeness and good manners
- A professional image (professionals look professional)
- An awareness of their environment and adaptability to different settings
- Confidence without arrogance
- A commitment to giving back to your community

Academic Integrity

With regard to academic honesty students are referred to the “Student Honor Creed” in the current Midwestern State University Undergraduate Catalog. Academic dishonesty (cheating, collusion, and plagiarism) is taken seriously and will be investigated. The minimum penalty is an "F" in this course and referral to the Dean of Students for disciplinary action, which may result in expulsion from the University.

Non-submission of Quizzes/Assignments/Extra credit

If you do not complete all the required quizzes/examinations/assignments, and extra credit opportunities, you will be denied all doles, curves, etc.

Class Participation/Attendance

Students are expected to attend all class meetings for this course, following the university attendance policy, (see Midwestern State University current Undergraduate Catalog). This catalog is electronic only. It may be found on the MSU website: Registrar > University Catalogs > Registrar. Attendance is deemed essential for this class.

Students sometime choose not to attend class and thereby miss important course related information covered during class. I will not spend time outside of class providing that missed information to any student on an individual basis.

Any person who is absent for five or more classes will forfeit all doles such as bonus points, extra credits, and curves etc. on any exams or assignments. These penalties for absences may make it quite difficult to receive a good grade in this class. Students will occupy the same seat from the second session onwards.

During the course of the semester, we may conduct in-class exercises involving chapter topics that are designed to enhance your understanding of marketing metrics. It is assumed that all students will participate in these activities. When called upon, students are expected to give lively dialogue with relevant and thoughtful discussions. I will not utilize classroom time reiterating basic material that is in the text. You must read the text and brief the assigned cases before class. Classroom time will be spent clarifying and analyzing the basic material and applying material to different fact situations.

Communication

I believe that frequent and open communication between the professor and students enhances the quality of learning. I urge you to use the university e-mail (outlook) to let me know your

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concerns or queries. I do not discuss grades during the last two weeks of the semester. At that late stage I cannot do anything to help you. This course offers sufficient opportunity to make good grades without having to resort to extra credit.

Grade Appeals

Any student who believes a grade has been inequitably awarded should first contact the instructor who awarded the grade to discuss the issue and attempt to resolve the differences. A student has 30 days following the first day of the succeeding semester to file a written appeal with the dean of the instructor's college in which the course was taught. Refer to the Undergraduate Catalogue for further details. See the MSU Student Handbook for University policy on grade appeal.

Grade Changes

No grade except "I" may be removed from a student's record once properly recorded. Changes are not permitted after grades have been filed except to correct *documented clerical errors*. Requests for error correction must be initiated immediately after the close of the semester for which the grade was recorded.

Awarding and Removal of I

I - incomplete; a non-punitive grade given only during the last one fourth of a semester and only if a student (1) is passing the course; (2) has reason beyond the control of the student why the work cannot be completed on schedule; and (3) arranges with the instructor to finish the course at a later date by completing specific requirements that the instructor must list on the grade sheet. A student may remove a grade of I within 30 days by completing the stipulated work.

Final Grades

The instructor posts final grades in *Desire2Learn*. Do not call or stop by the office to ask for grades.

General policies

Exam dates are firm. The student is responsible to have all materials prepared on time. Please feel free to contact the instructor as needed. I want to see everyone do well in this course, but a big part of success depends on the student. I view everyone as an "A" student until proven otherwise. I expect on-time attendance, preparation, participation, and professional effort. Students who have a good attitude and strive to meet these expectations will find me very supportive - I will do whatever I can to help students succeed in this course and beyond.

Campus Carry

Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry

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are appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to the University's webpage at this link: <http://mwsu.edu/campus-carry/rules-policies>.

Americans with Disabilities Act

Midwestern State University is committed to providing equal access for qualified students with disabilities to all university courses and programs, and by law all students with disabilities are guaranteed a learning environment that provides reasonable accommodation of their disability. This guarantee is provided through Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act. The ADA reads: "No qualified individual with a disability shall, by reason of such disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of a public entity, or be subject to discrimination by any such entity." The Director of Disability Support Services serves as the ADA Coordinator and may be contacted at (940) 397-4140, TDD (940) 397-4515, or 3410 Taft Blvd., Clark Student Center 168.

IMPORTANT ADMINISTRATIVE DATES

It is the student's responsibility to keep track of administrative dates and initiate the required paperwork for drops etc. If you withdraw from the class, it is your responsibility to remove your name from the class rolls. If your name is not removed then you may receive an 'F' for the course at the end of the semester.

GRADING

Your overall semester grade will include evaluations of your performance in the examinations, class participation, and HW assignments.

Table 1: Class components

Category	Maximum point	Instructions
Attendance + Participation	100	
SPIN quizzes	100	
Elevator pitch	50	Elevator pitch https://youtu.be/2aub3ooCLzQ Elevator pitch exampel https://youtu.be/hrKdw_gIrlI Speed selling competition https://youtu.be/_crKqnf2iI Example https://youtu.be/h0TXV7LJZuQ

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Category	Maximum point	Instructions
CSC Role play	50 (~36.50)	
CSC PPT	50	
FedEx Office call	300	
FedEx Office PPT	50	
Resume	100	Resume https://youtu.be/XI0rIJ-NT6c Using Quincia https://drive.google.com/file/d/1YdpkOs_xXiY5tZGvj9SRy9CucwguDkeB/view https://docs.google.com/document/d/15fIZ24dIx7h2E8bBbqUEPwUmm4XO9cLzbgq1dw0u_N4/edit?usp=sharing
Interview and evaluation	100	Interview instructions https://youtu.be/-IuFkSTiTNs Example of mock interview https://drive.google.com/file/d/1xISgYMTtpJSEv88usKdBQDsLHf_34Avi/view Conduct your interview https://drive.google.com/file/d/1_CpYu85rppJ5wAHP-vV1aGfrKnDXZFNm/view
Final exam	100	
TOTAL	1000	

Table 2: Grade system

Percentage	Letter grade
90% +	A
80-89%	B
70-79%	C
60-69%	D
<60%	F

Please remember that grades are *earned* not negotiated and you should consistently perform well for a good grade in class. If you are having difficulties with the class come see me early on. There is not much I can do to help you improve your grade if you wait until the end of the

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semester. As a rule there will be no curving. If I feel the need to curve, it would be done at the end of the semester after all the Exams and Projects points have been compiled and summated. No letter grade will be assigned for individual exam or project. Letter grades will be assigned only after summing (totaling) the points for all the Exams and Projects.

*****In order to help students keep track of their progress toward course objectives, the instructor for this class will provide a Midterm Progress Report through each student's Web World account. [At-risk students will be reported]. Midterm grades will not be reported on the students' transcript; nor will they be calculated in the cumulative GPA. They simply give students an idea of where they stand at the midpoint of the semester. Students earning below a C at the midway point should [provide instructions here: schedule a meeting with the professor? Seek out tutoring? Both?]

COURSE COMPONENTS

Attendance and Participation

You are expected to attend class as designated. I do not take rolls. However, throughout the semester, you will be randomly called on to participate in class activities and exercises. If you are absent for only one time when called, your grade for attendance and participation will be zero for the semester.

SPIN Quizzes

It's a good idea to read the SPIN text chapters before you take the quizzes. The book is written for professionals. Therefore, there is actual text and no definitions and highlighted concepts. You will want to read each chapter very carefully, thinking as you read.

There are five quizzes to assess your knowledge of the SPIN selling principles. The quizzes can be accessed on the Blackboard home page or under the Assessments Tab. The quizzes are numbered 1-5 and correspond to Chapters 1-5 of the SPIN book.

There is only one opportunity to take each quiz. Once completed, submit the quiz for grading and access Results to ensure the quiz has been submitted and graded.

CSC Role Play and PPT

The purpose of this exercise is to help you develop and understand your empirical and quantitative skills, and your critical thinking skills. To that end, aspects of the exercise tap your abilities in the following areas:

1. Your ability to *discern relevant facts* or data, including your own FedEx Office solutions.
2. Your ability to *evaluate (process, synthesize, or manipulate) relevant facts* or data.

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3. Your ability to *deduce conclusions (interpret) or contextual information* from relevant facts or data.
4. Your ability to *identify a primary problem or need* from a situation or set of information.
5. Your ability to *interpret data, needs, problems, and parameters* associated with a situation.
6. Your ability to elucidate assumptions you make as well as to identify contextual characteristics and limitations associated with the data you used to evaluate the situation.
7. Your ability to construct a presentation that advocates a solution to a key problem or need.
8. Your ability to project the implications of your suggested solution—its effects on parties involved over the long run. You will be proposing a solution to a problem based on facts you discern and on your evaluation of the customer's context. The exercise is set up in a case context.

Elevator Pitch

The elevator pitch is designed to help you “think on your feet” in order to sell yourself in your career. You will need to research a company of your interest and develop a 90 second pitch selling to prospective employers how you should be a best fit for their companies. You must have full professional attire on when performing your elevator pitch. Bring your cellphone to record your pitch, and send your video to my email right afterward.

FedEx Office Role Play and PPT

The purpose of this exercise is to help you develop your communication skills and utilize the investigative skills learned in class and apply them to a typical sales situation. During the call, your objective is to uncover and understand the client’s needs and/or problems and the impact of these needs on the client’s current business situation. You need to gather as much relevant information as possible in order follow up at later date with a proposal that addresses these needs. Each sales call will last approximately fifteen minutes. The exercise draws on the organizational pattern SPIN used. To that end, you will want to exert the following skills as you work this exercise:

1. Your ability to *ascertain a communicative context* (audience, purpose, and focus).
2. Your ability to *implement a communication structure* (Situation –Problem – Implication - Need) to enhance the accuracy of your communication with another.
3. Your ability to *communicate in a situation where you seek to inquire and persuade*—following a disciplinary convention characteristic of a professional selling role.
4. Your ability to develop *relevant content or information gained from your prospect*; to isolate primary problems and specific needs.
5. Your ability to *perform a communication skills exercise* by executing a process you learn in class. The goal of the process is to help the prospect evaluate his or her situation in light of

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the needs isolated and, if appropriate, arrive at a next step or a solution that addresses each need. Having addressed each need in terms of a possible solution, you will attempt to *gain commitment to a specific action* (e.g., review a proposal, secure further information, or conclude the visit).

The following section outlines the Sales Call so that you can gain an idea of what the scenario entails.

You are a new account representative for FedEx Office. You are calling on James DeFore. DeFore owns a training services company, ProTrain, Inc. You will need to have prepared a series of questions (interrogatory) to learn what DeFore's needs are. Your sales call will last about twenty minutes. In that time you will have to do the following:

1. Qualify DeFore as a potential buyer (money, authority, time-frame).
2. Using the SPIN interrogatory technique, help DeFore identify three major business needs.
3. Use DeFore's needs to leverage the basis for a sales presentation.
4. Drawing on each of DeFore's needs, explain how FedEx Office solutions provide advantages that will help DeFore gain benefits that will satisfy those needs.
5. Tie-down each need- feature-advantage-benefit linkage.
6. Monitor DeFore's response to your logic; answer DeFore's questions; and get DeFore to make a decision — close the sale.
7. To achieve your goal, you will have to prepare an interrogatory model and be prepared to address DeFore's concerns. You know that your FedEx Office solutions should help DeFore to achieve the goals she or he has set for ProTrain.

Resume Project

The Resume Project requires you to develop a resume to addresses the anticipated needs of a prospective employer. To complete the resume, you will develop career goals and inventory your job skills. This exercise will help you evaluate yourself as a marketable product for a job or internship application.

As part of the project, your resume will be reviewed by a MSU Career Center counselors. A member of the Career Center will be making a class presentation on this process. Each meeting with Career Center is worth 30% of your grade for this project. You need to either (1) meet with them three times or (2) have them approve your resume to earn 90% of your grade. The last 10% is reserved for my judgment of your finalized resume. You must meet with Career Center at least once before the first due date, twice before the second due date. Upon review completion, you will submit a finalized resume for grading. The due date is listed on the class schedule. Failure to keep your appointments with the career counselors will result in zero point for this project. *Every NO SHOW with the CCM costs you 30 points.*

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Interview Project

The Interview Project is a 15 minute interview activity that is recorded to a video. The interview is with the employer identified in the Resume project. You also need to bring a copy of the job description to give the interviewer. To prepare for the interview, you will create 15-20 questions that you anticipate will be asked by the interviewer from the target company and develop appropriate answers to potentially use in a real interview.

You will need to schedule an appointment to perform the interview with an interviewer. Arrive at the interview on time and dress in professional attire. You will provide the interviewer with your resume, questions and a brief summary of the company and the type of position you are seeking. The interviewer will ask the prepared questions and you will respond with appropriate answers. In addition, the interview will ask some “wild card” questions that assess your ability to think on your feet.

After completing the interview, review the recorded video and provide a self-assessment of your performance via D2L. Your assessment needs to highlight areas where you did well and areas for improvement. You also need to copy and paste the job description in your self-assessment prior to uploading to D2L.

Exam

Exam is designed to test your comprehension of the sales concepts and skills presented and utilized during the course. The exams will include multiple-choice and true-false questions that cover lectures (including guest speaker presentations), exercises, projects and the SPIN selling techniques.

Sales Competition

Each semester, two students are selected to compete in a nationwide sales competition with more than 70 other universities. If the students are placed in the first 20th, they are not required to complete the FedEx Call (300 points) and the FedEx PPT (50 points). If they are not placed, they still have to complete the FedEx Call, but not the FedEx PPT.

The website for the competition are:

Link for Spring semester: [NCSC KSU main page](#)

Link for Fall semester: [ICSC FSU main page](#)

LATE SUBMISSIONS

Every 24-hour delay beyond the assigned due date and time will result in a deduction of 25% in the grade for that submission only.

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TABLE 3: TENTATIVE SCHEDULE

#	Date	Topic	Project	Quiz
1	8.24	Introduction: What is Sales?	<p>Handout: First cold call and rubric, bad/good sales call exercises.</p> <p>Syllabus walkthrough https://youtu.be/wshGgYG5o6w Why take this class https://youtu.be/OVtYTF-dHyg</p> <p>The art of cold calling https://youtu.be/6Uu6Z2zFj4Q</p> <p>Student testimony 2 years later https://youtu.be/qpOrPe22Esg</p> <p>What is sales? https://youtu.be/-DQ5hsRbMn4</p>	Quiz 1
2	8.26	Initial engagement How and why we buy	<p>Handout: CSC scenario, interview questions Exercise: First cold call, resume selection, team evaluation on sales calls scripts Due: Initial resume, Job description,</p> <p>Good vs bad calls https://youtu.be/lx-YNkKS_rw</p> <p>Good and bad sales call exercises https://youtu.be/YqIzdg7v9ww</p> <p>Opening statements https://youtu.be/2JKXC-j5Lsk</p>	Quiz 1 due @ 11:30 pm on 8.29
3	8.31	The sales process: SPIN	<p>Handout: SPIN diagram, CSC call rubric, OI exercise Exercise: CSC cold call, Due: CSC product features and customer's problems</p> <p>Setting appointment strategies https://youtu.be/msSMSi_xiEU</p> <p>Resume selection process https://youtu.be/M8StB-2NWU</p>	Quiz 2

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#	Date	Topic	Project	Quiz
			Resume tips and tricks https://youtu.be/BaNpaOtIjAI	
4	9.2	SPIN solution selling overview Part-time Job Fair Comanche Suites - Clark Student Center 11:30 am-1:00pm	Handout: CSC case call & PPT. CSC PPT rubric Exercise: SPIN diagram Due: interview answers CSC call rubric Meeting Opening https://youtu.be/XuJIZANoJmA CSC call rubric Need Identification https://youtu.be/01ZPdtVUa8w SPIN process 1 https://youtu.be/HrovE7EbLDM Starting a call prep and features of GreyMatter product https://youtu.be/eEhMOs-HX6s Benefits examples for GreyMatter https://youtu.be/IVa_OJSO1zY Need-payoffs examples for GreyMatter https://youtu.be/5RsZuf6GsZ8	Quiz 2 due @ 11:30 pm on 9.5
5	9.7	Guest speaker – Resume	Handout: resume project Career Management Center Resume https://youtu.be/sDdXM_CvXAU Career Management Center Job Postings Handshake System https://youtu.be/RJ9-4HbaqfM	Quiz 3
6	9.9	SPIN continues	Handout: Elevator pitch, Yes/No exercise, CSC call and PPT rubric, Exercise: team evaluation on sales call scripts and rubric SPIN diagram and CSC case (ReliaQuest) https://youtu.be/cLqXNrcMH1U CSC case instructions https://youtu.be/11zGR7qs5ZY	Quiz 3 due @ 11:30 pm on 9.12

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#	Date	Topic	Project	Quiz
			SPIN Diagram https://youtu.be/FiMNqySICVQ Implication Problem Situation https://youtu.be/pfUcSrDkU6U	
7	9.10	SPIN obtaining commitment	Handout: Payoff exercise Exercise: Yes/No, CSC practice Select 2 champions Interview practice 1 https://youtu.be/ARpY3tscylE CSC call 1 https://youtu.be/-opz69AGnX8 Yes No Exercise Getting A Date https://youtu.be/rD0rGoYY75g	Quiz 4
8	9.14	SPIN: situation, problem and implication Streich Lecture DB 101 @ 11:00 with 5 points extra credit	Watch round 4 th video Elevator pitch 1 https://youtu.be/H6Ski5mdWh8 Elevator pitch 2 https://youtu.be/ULkfXmqazEw Interview practice 2 https://youtu.be/4b6YfTKWo1g	Quiz 4 due @ 11:30 pm on 9.19
9	9.16	SPIN: needs, payoffs, \$ BUILDING THE JOB I LOVE @ 12:00-1:00 with 5 points extra credit	Handout: FedEx case Due: resume 1 (<i>must meet with CMC once before this day</i>) Exercise: NFABt, Resume rotation FedEx call instruction https://youtu.be/m9BlhKscnOk FedEx call rubric https://youtu.be/1gyrV3Qt6Nc Interview practice 3 https://youtu.be/9qL3IfQWDx8	Quiz 5

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#	Date	Topic	Project	Quiz
10	9.21	SPIN: features/benefits/building value	Handout: NFABt CSC PPT due @ 11:00 am on D2L CSC call due – count to 4 Interview practice 4 https://youtu.be/jk7JKYWKFYA	Quiz 5 due @ 11:30 pm on 9.26
11	9.23	NFABt	Need Feature Advantage Benefit tie-down practice Interview practice 5 https://youtu.be/uBUXruCjY-U NFABt https://youtu.be/gHLXR3AQWUg	
12	9.28	FedEx: SPIN discussion	FedEx discussion 1a https://youtu.be/btmWQoK_XGA FedEx discussion 2a https://youtu.be/kt0fwEONrQ0 FedEx discussion 3a https://youtu.be/vzeF8dfRrIo	
13	9.30	FedEx: SPIN discussion	FedEx discussion 1b https://youtu.be/K9qzumJ1pDU FedEx discussion 2b https://youtu.be/vzeF8dfRrIo FedEx Office PPT due @ 11:00 am on D2L	
14	10.5	Elevator pitch / Roleplay	Elevator pitch 90 seconds in class or Zoom, then upload your YouTube link to D2L Elevator pitch example https://youtu.be/h0TXV7LJZuQ	

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#	Date	Topic	Project	Quiz
			Elevator pitch example https://youtu.be/hrKdw_gIrrqI	
15	10.7	Elevator pitch / Role play	Elevator pitch 90 seconds in class or Zoom, then upload your YouTube link to D2L Due: resume 2 (<i>must meet with CMC twice before this day</i>) Exercise: FedEx call rubric practice, Resume rotation Interview practice 6 https://youtu.be/RtEw_tebKA0	
16	10.12	FedEx call	FedEx call rubric practice	
17	10.14	FedEx call BUILDING THE JOB I LOVE @ 12:00 pm – 1:00 pm with 5 points extra credit	FedEx call rubric practice	
18	10.19	10.20.2021 Careers In Business Job Fair @ 9:00 am – 12:00 pm in DCOBA #189 10 points extra credit	Virtual Career Fair and HandShake https://youtu.be/V_Z4T7ofLfw No class. You must write a single space page, describing professional selling skills you have used in the career fair and your concrete outcomes, if any, to get extra credit. An outcome is an action item you successfully solicit from prospective employers.	
19	10.21	Objection Handling	Objection handling https://youtu.be/KoQRMh75f8U	
20	10.26	Negotiation	Negotiation practice Negotiation 1 https://youtu.be/1F6gzAKXFZs Negotiation 2 https://youtu.be/-h7sI-DFInM	

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#	Date	Topic	Project	Quiz
21		FedEx call	FedEx call rubric practice Job negotiation 1 https://youtu.be/IsaXsdSfXfE Job negotiation 2 https://youtu.be/xjow4wHfcNI	
22	10.28	FedEx call	FedEx call rubric practice	
24	11.2	FedEx Sales Call Recording	274A or Zoom, then upload your YouTube link to D2L due @ 11.5 at 11:00 am	
25	11.4	FedEx Sales Call Recording	274A or Zoom, then upload your YouTube link to D2L @ 11.5 at 11:00 am	
26	11.9	LinkedIn: Best Practice Body Language and Motivation LinkedIn https://youtu.be/K5I4wqUddjQ BUILDING THE JOB I LOVE—12:00-1:00—5 points extra credit	DB#306 Interview project sign up LinkedIn discussion 1 https://youtu.be/VRaHFq07NcQ LinkedIn discussion 2 https://youtu.be/lqIIf3S7Z74 Resume 3 due on D2L @ 11:00 am LinkedIn link due on D2L @ 11:00 am <i>(must meet with CMC three times before this day)</i> Exercise: Interview tips and techniques	
27	11.30	Internships, job shadowing, volunteering Networking skills and opportunities	Why should we hire you? https://youtu.be/VbBPgJMrwKY	
	11.10- 11.13	International Collegiate Sales Competition / Florida State University		
28	11.11	Interview Project Recording	274A or Zoom, then upload your YouTube link to D2L	
29	11.16	Interview Project Recording	274A or Zoom, then upload your YouTube link to D2L	
30	12.4	Online- Drop box	Interview self-assessment due on D2L @ 11:00 am	

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#	Date	Topic	Project	Quiz
31	12.5	Final Exam	12.4 11:30 pm – 12.5 11:30 pm on D2L	