AEB 3341
Selling Strategically
Instructor: Ms. Jane Bachelor
Tentative Syllabus
Summer “B” 2012 Semester -- DE

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Room 68 Fort Pierce, FL 34945
Office Phone: 772-468-3922 x 151
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Email: http://lss.at.ufl.edu Use Sakai email for all instructor correspondence.
Back up Email: jbach@ufl.edu (NOTE: If Sakai is unavailable, utilize backup email address)
Class: 100% Asynchronous Distance Education Course

Teaching Assistant
Sina Rupprich: sina@ufl.edu

TEACHING ASSISTANT ACCESS
Your teaching Assistant has extensive experience with AEB 3341 Selling Strategically, having taken the course herself, TA’d the course twice and taught the course on the main campus in Gainesville.

Your Teaching Assistant is readily available via email and will respond to e-correspondence within a reasonable timeframe. Your Teaching Assistant will make every effort to respond to emails sent during the week within 48 hours. Emails sent over the weekend may not be answered until the following business day (generally Monday).

Meetings can be scheduled to be conducted via Skype (virtual meeting). Please notify the TA via email that you wish to schedule a one-on-one meeting with a requested date and time and an alternative date and time.

Questions regarding homework or on-going weekly assignments should be reviewed initially with the Teaching Assistant, rather than with the instructor. If you have additional questions once you have contacted the Teaching Assistant, contact the instructor.

INSTRUCTOR ACCESS
Your instructor is readily available via email and will respond to e-correspondence within a reasonable timeframe. Your instructor will make every effort to respond to emails sent during the week within 48 hours. Emails sent over the weekend may not be answered until the following business day (generally Monday).

Alternatively, meetings can be scheduled and conducted via Elluminate (virtual meeting). Please notify the instructor via email that you wish to schedule a one-on-one meeting with a requested date and time and an alternative date and time.

Questions regarding homework or on-going weekly assignments should be reviewed initially with the Teaching Assistant, rather than with the instructor. If you have additional questions once you have contacted the Teaching Assistant, contact the instructor.
Course Elluminate discussion sessions will be held periodically throughout the semester to answer students’ questions about the course, assignments, projects, etc. All students are encouraged to attend these interactive internet sessions.

COURSE DESCRIPTION
This course serves as an introduction to professional selling techniques for all products with emphasis given to food and agricultural products and related services. Students are expected to gain a formal understanding of the skills necessary to become a successful sales professional.

In addition to homework assignments and tests, students will be required to:
• formulate a sales strategy report,
• conduct a formal sales presentation, and
• role-play as both the seller and the buyer.

To facilitate the understanding of professional selling techniques, students will be exposed to certain principles of interpersonal communication, as well as the role of ethics and morality in the business environment. The science of strategic selling is a form of effective communication. These skills are essential to all professional careers even if you never have direct sales responsibilities and for selling yourself in every career endeavor you encounter.

Everybody can and should know how to strategically sell!

COURSE DELIVERY
This is a 100% asynchronous, online, distance education course delivered through a variety of electronic communication mediums, such as Accordent, Elluminate, and Sakai as described below. You will need regular access to an Internet-ready computer; some prior computer experience is also expected of each student enrolled in this course. A microphone headset and a camera (imbedded in your computer or a Skype camera) are also required for this course.

Distance Education Orientation:
For an orientation to distance education at UF IFAS, go to: http://irrec.ifas.ufl.edu/teaching.shtml

E-Learning Sakai Course Management System:
E-Learning Sakai is the centrally supported course management system at UF. It is the online source for the majority of your learning resources and assignments in this course.
• To access course information online through the e-Learning system, click on the web page, https://lss.at.ufl.edu, then click the link on the left-hand side of the page “e-Learning in Sakai”. At this point you need to log in with your GatorLink username and Password, then you'll come to your main page in Sakai “My Workspace”. At the top of the page next to the tab “My Workspace” you will see a tab for each course in which you are registered. The University of Florida’s network automatically adds students to the class website(s) upon registration. If you are in a class and do not see a tab for that class in Sakai, contact your Academic Coordinator.
• “Feedback” Section in Sakai: The “Feedback” section of Sakai will be used for some of the grade responses. Items posted in “Feedback” must be viewed during the dates listed by your
instructor for that section of Sakai to be “Open”. Once the “Feedback” section is closed, access to the information posted is no longer available to the student.

**Elluminate:**
Elluminate is a service that provides online conversation and presentation using text, voice and video. It will be utilized periodically as a virtual meeting source during this course. To familiarize yourself with Elluminate functionality, go to [https://lss.at.ufl.edu](https://lss.at.ufl.edu). Under ‘Teaching Tools’, select “Elluminate”; select “Learn More”.

- A microphone headset and a camera (imbedded in your computer or a Skype camera) are required for this course.
- To eliminate problems during our Online Elluminate sessions, PLEASE use a headset with built-in microphone. This is necessary to prevent the entire class from hearing your feedback echo if you are using the speakers on your computer, which results in no one being able to effectively communicate during the Elluminate meeting. Online discussions will be smoother and more productive if you set this up and test your headset with built-in microphone before attending the actual Elluminate session.

**Turnitin:**
Turnitin is a widely recognized and trusted resource for maintaining academic integrity and honesty. It has been adopted by UF for use by faculty and students. To familiarize yourself with Turnitin, go to [https://lss.at.ufl.edu](https://lss.at.ufl.edu). Under ‘Teaching Tools’, select “Turnitin”; select “Student Tutorials”. To download the Student Manual, go to: [https://lss.at.ufl.edu/include/pdf/turnitin/student_manual.pdf](https://lss.at.ufl.edu/include/pdf/turnitin/student_manual.pdf).

**Adobe Acrobat:**
Adobe Acrobat reader is a free software required to view and print the lecture notes and other resources such as the Turnitin manual (all in the PDF format). To download the reader, go to: [http://get.adobe.com/reader/](http://get.adobe.com/reader/)

**Accordent Capture Station:**
Accordent Capture Station is a rich media creation software that allows organizations to implement enterprise webcasts and streaming media presentations. Accordent-recorded materials will be accessible to students via Sakai.

**Personal Computers:** All submitted documents must be in Word 2007 or earlier format. Additionally, all documents must have all spaces removed from file names in order to be opened in Sakai.

**COURSE MANAGEMENT:**
- If you have a question that pertains to an assignment, post that question in the Sakai “Discussion/Questions About Assignments” section, where either the instructor, the Teaching Assistant or your fellow classmates can respond to the question. This information is then available to everyone taking the course.

- You should expect to spend a **minimum** of 6-8 hours per week on this course to complete the lectures, chapter quizzes and associated homework and discussion assignments. The development of the Sales activities will be in addition to these 6-8 hours per week devoted to course content understanding.

**REQUIRED COURSE MATERIALS**
LEARNING OBJECTIVES
By the end of the course, as a student, you will be able to:
1. Identify the role of selling in your daily life;
2. Sell yourself (job interviews, on your resume, in the workplace, etc.) focusing on skills versus duties/responsibilities;
3. Identify and demonstrate the effective use of the seven (7) steps of the selling process;
4. Demonstrate mastery of key course concepts including: a) ego, drive and empathy, b) Features, Advantages, and Benefit (FAB) statements, c) the four (4) steps of a Selling Point, d) the four (4) steps of Handling Objections, and e) the 5 steps to Closing a Sale.

SALES PROJECT OVERVIEW
(For project details and for grading rubrics, see the “Sales Project” instructions posted in Sakai)
This comprehensive project gives you the opportunity to observe sales techniques as performed by a current sales professional. This project also gives you the chance to practice various selling techniques and to demonstrate your command of these selling skills.

The Sales Project represents 55% of your course grade and consists of four different parts (A-D), highlighted below:

(A) Sales Project Source Information Sheet (5% of Course Grade)
- To begin this project, students need to find a practicing sales professional. The product or service you represent is encouraged to be, but does not have to be, agriculturally related. Since we are studying relationship and repetitive customer sales, students are not allowed to select retail sales clerks as their sales professional. You may not shadow relatives for this part of the project without prior permission from the instructor.
- If you cannot find a sales professional to provide you information, then consult with the Teaching Assistant or the instructor about possible contacts in your area of interest. Choose your contact carefully; in the past, some students have ultimately secured employment with or through their contact.
- Complete the “Sales Project Source Information Sheet” describing your contact source for the Sales Project and submit it via “Assignments” in Sakai.

(B) Business Profile/Sales Call Strategy Worksheet Report (15% of Course Grade)
- The worksheet is a written report prepared for your hypothetical sales call.
- This report begins with a summary of your shadow experience with your sales professional.
- Next, the report is used to create the foundation for your One-on-One Sales Call Demonstration, whereby you prepare for your hypothetical sales call, developing such things
as your customer information, their problems/concerns, your proposed solution and other factors that impact the sales call.

- You will submit your Business Profile/Sales Call Strategy Worksheet Report via "Assignments" in Sakai.

(C) **One-on-One Sales Call Demonstration** (30% of Course Grade)

- At the end of this semester, you will conduct a formal oral sales presentation to a prospective customer (person of your own choosing) with you as the seller and other individual as the buyer.
- You will demonstrate your application of strategic selling techniques, including two distinct handling objection methods and one distinct closing method.
- This demonstration will be recorded. The sales materials used during the sales call, a picture of you in business attire and the video link will be posted in “Discussions” in Sakai for review by your instructor, teaching assistant, yourself and your peers.

(D) **Self and Peer Evaluations of the One-on-One Sales Call Demonstration** (5% of Course Grade)

- Utilizing the “One-On-One Sales Call Evaluation Rubric”, each student will submit one (1) Self Review Evaluation of their own Sales Demonstration and a minimum of two (2) Peer Review Evaluations of other students’ Sales Demonstrations by observing the recorded presentations posted in “Discussions” in Sakai.
- You will constructively evaluate the sales call presentation, noting a minimum of three (3) elements of the sales presentation that were done well and a minimum of one (1) element which the seller could improve upon.

**GRADING POLICY:**

Your final course grade will consist of a weighted average of the following:

- Comprehensive Final Examination: 20%
- The Sales Project: 55%
  - Sales Project Source (5%)
  - Business Profile/Sales Call Strategy Worksheet Report (15%)
  - One-on-One Sales Call Demonstration (30%)
  - Self and Peer Reviews (5%)
- Sales Video Evaluations: 10%
- Chapter and “Readings” Quizzes: 10%
- Homework Assignments (Threaded Discussions, Case Studies, etc.): 5%

**Course grades will be assigned using the following criteria:**

- A: 94.00% and above
- A-: 90.00% - 93.99%
- B+: 86.00% - 89.99%
- B: 83.00% - 85.99%
- B-: 80.00% - 82.99%
- C+: 76.00% - 79.99%
- C: 73.00% - 75.99%
- C-: 70.00% - 72.99%
- D+: 66.00% - 69.99%
- D: 63.00% - 65.99%
- D-: 60.00% - 62.99%
- E: Below 59.99%

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It is expected that students will keep track of their course progress and any questions should be discussed with the instructor as soon as possible.

Information on current UF grading policies for assigning grade points may be found via the following link:  [https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx](https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx)

**STUDENT RESPONSIBILITIES:**

*Read* the Course Syllabus and the Course Projects documents to gain an understanding of what this course entails.

It is the student’s responsibility to check the Sakai website **on a regular basis** for course materials, announcements, assignments and assessments.

**Lectures, readings, videos, exercises, interactive discussions and case studies** will be utilized throughout the course.

- You are responsible for all course materials posted in Sakai and for all homework or other course assignments.
- **ALL** homework assignments are **DUE** as detailed in the Syllabus and the Course Projects documents. On-going quizzes and homework assignments are due as posted in “Assignments” in Sakai.
  - All assignments are to be submitted via Sakai (“Assignments”, Assessments or “Discussions”) and NOT via email unless the Sakai system is down. Your instructor has provided a secondary email address as an emergency back-up, should there be a technical glitch with Sakai.
  - If the Sakai site is not working at the time of a deadline, it is your instructor’s prerogative to extend the assignment/assessment deadline to accommodate the technical issues imposed by Sakai.
    - Students will not be penalized or held responsible for Sakai technical situations which are out of their control.
  - **Once the “Assignment” site, “Assessment” site, “Feedback” site or “Discussion” site is closed, no assignments will be accepted.**
    - Students will not receive points for late assignments or for partial assignments.
  - No assignment will be accepted following the conclusion of the last class of the semester. The last class of the semester is defined as that class or assignment period immediately preceding the final exam period.
- It is the student’s responsibility to ensure the instructor or Teaching Assistant has received each of his/her assignments.
  - Each assignment must be clearly marked in the Sakai submission with the student’s name, the assignment and the due date period.
  - Assignments and grades are posted on the E-Learning Sakai site regularly; if you do not see an assignment posted that you have submitted, contact the Teaching Assistant.
- It is expected that students will keep track of their course progress and any questions should be discussed with the instructor or the Teaching Assistant as soon as possible.
- The instructor responds to emails received from students. **If you do not receive a response to your email within one week** of sending it to the instructor, it is a clear indication the instructor did not receive your message; **re-send** both the message and the attachments originally sent to the instructor.
- Elluminate Question and Answer Sessions will be scheduled periodically throughout the semester; all students are encouraged to attend these virtual Q & A sessions.
Command of knowledge and course concepts will be shown through a number of written and oral activities.

- You are responsible for applying what you have learned not only during the semester in this course, but also from other courses leading to this one, to actual business selling situations.
- In addition to quality of analysis and synthesis, quality of presentation (written or oral) will be part of the grading.
- This course requires that students go beyond mere memorization or rote implementation of facts. As a student in this course, you must apply concepts and models to business situations and sales exercises. You are encouraged to maintain an open, receptive, and inquisitive attitude toward learning.

Contribution to virtual class discussions with your peers is absolutely essential for successful completion of this course. It is only through contribution that you show a continuous command of the issues presented through the course materials.

It is important that you participate in the end-of-chapter quizzes.

- Quizzes may be repeated numerous times during the ‘open lesson’ period for each chapter.
- The quiz grade recorded for each chapter will be the quiz grade at the close of the lesson period. If a quiz is taken more than one time, this will be the most recent quiz score posted prior to the close of the lesson period.

Practice and review of major selling principles is what helps an individual progress and become comfortable as a developing sales person with his/her individual selling style.

Class Demeanor

- All assignments are due on the date indicated in the Syllabus, the course projects documents and as posted in Sakai.
- Show respect for all class members, interact and have fun!!
- Plagiarism will not be tolerated.
  - University policy will be followed for students submitting an assignment determined by the instructor to have violated the Academic Honesty Policy and Honor Code.
  - Abide by the University Academic Honesty Policy and Honor Code
    “Each student is expected to abide by the University Honor Code. The university requires all members of its community to be honest in all endeavors. A fundamental principle is that the whole process of learning and pursuit of knowledge is diminished by cheating, plagiarism and other acts of academic dishonesty. …Therefore, the university will take severe action against dishonest students.”

PICTURES AND INTRODUCTORY BIO:
To facilitate getting to know each other and enhancing discussion opportunities, each student will create a short video biography, introducing yourself to your fellow classmates and post a picture along with this bio in Sakai “Discussions”. This picture may be an informal one of you enjoying your preferred hobby or sport, posing with your animal(s), in a favorite vacation location, enjoying a beautiful outdoor spot, etc. Specific instructions regarding this assignment are posted in “Discussions” in Sakai.

E-MAIL ACCOUNTS
Every student at the University of Florida has the privilege of a Gatorlink account that provides a mailbox, computer lab access, E-Learning access and limited Internet dialup. From the IFAS Computer lab, you may access the Gatorlink site to establish a Gatorlink account. The URL is http://www.gatorlink.ufl.edu.

During the course of the semester, the instructor will rely heavily on Sakai e-mail as a vehicle for distribution of important information. Therefore, each student is required to have an e-mail account no later than second day into the semester.

Students are required to check their Gatorlink/Sakai e-mail account daily. Also, each student is required to provide the instructor with a second, individual e-mail account to facilitate communications. Please provide the instructor with a secondary, individual e-mail address that you check frequently. This account will be used as a backup account for communications should the Sakai account experience technical difficulties.

**CRITICAL THINKING**

It is your instructor’s view that the ability to think critically is a skill that can and will be nurtured in Selling Strategically. Class time will be devoted to understanding critical thinking concepts, including, but not limited to, the elements of reason, the standards of reason, and Socratic questioning. Critical thinking will be emphasized in class discussions, class projects and on examinations.

*If you work strategically, you will succeed!!!*
Academic Honesty, Software Use, UF Counseling Services, Services for Students with Disabilities

In 1995 the UF student body enacted a new honor code and voluntarily committed itself to the highest standards of honesty and integrity. When students enroll at the university, they commit themselves to the standard drafted and enacted by students.

In adopting this honor code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the university community. Students who enroll at the university commit to holding themselves and their peers to the high standard of honor required by the honor code. Any individual who becomes aware of a violation of the honor code is bound by honor to take corrective action. The quality of a University of Florida education is dependent upon community acceptance and enforcement of the honor code.

The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.

On all work submitted for credit by students at the university, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

The university requires all members of its community to be honest in all endeavors. A fundamental principle is that the whole process of learning and pursuit of knowledge is diminished by cheating, plagiarism and other acts of academic dishonesty. In addition, every dishonest act in the academic environment affects other students adversely, from the skewing of the grading curve to giving unfair advantage for honors or for professional or graduate school admission. Therefore, the university will take severe action against dishonest students. Similarly, measures will be taken against faculty, staff and administrators who practice dishonest or demeaning behavior.

Students should report any condition that facilitates dishonesty to the instructor, department chair, college dean or Student Honor Court.

(Source: 2008-2009 Undergraduate Catalog)

It is assumed all work will be completed independently unless the assignment is defined as a group project, in writing by the instructor.

This policy will be vigorously upheld at all times in this course.

Software Use:
All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate.
Campus Helping Resources
Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university’s counseling resources. Both the Counseling Center and Student Mental Health Services provide confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance. The Counseling Center is located at 301 Peabody Hall (next to Criser Hall). Student Mental Health Services is located on the second floor of the Student Health Care Center in the Infirmary.

*University Counseling Center, 301 Peabody Hall, 392-1575, [www.counsel.ufl.edu](http://www.counsel.ufl.edu)*

*Career Resource Center, CR-100 JWRU, 392-1602, [www.crc.ufl.edu](http://www.crc.ufl.edu/)*

*Student Mental Health Services, Rm. 245 Student Health Care Center, 392-1171, [www.shcc.ufl.edu/smhs](http://www.shcc.ufl.edu/smhs/)*

Alcohol and Substance Abuse Program (ASAP)

Center for Sexual Assault / Abuse Recovery & Education (CARE)

Eating Disorders Program

Employee Assistance Program

Suicide Prevention Program

**Students with Disabilities**
The Disability Resource Center coordinates the needed accommodations of students with disabilities. This includes registering disabilities, recommending academic accommodations within the classroom, accessing special adaptive computer equipment, providing interpretation services and mediating faculty-student disability related issues.

0001 Reid Hall, 392-8565, [www.dso.ufl.edu/drc](http://www.dso.ufl.edu/drc)