MKG360: Personal Selling and Sales Management

Credit Hours: 3

Contact Hours: This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

Course Description and Outcomes

Course Description:
This course addresses the complex and demanding responsibilities of sales management and training. Topics include forecasting; territory management; understanding customer expectations and buyer behavior; gathering feedback; communicating; budgeting; relating sales to marketing goals; and developing a CRM (customer relationship management) model. Additionally, the basics of sales from pre-prospecting through the purchase and follow-up steps are reviewed.

Course Overview:
MKG360 prepares you for the challenges related to leading sales organizations in today's dynamic, competitive global economy. You will learn basic sales management concepts that will allow you to lead performing sales teams. Additionally, you will learn new sales techniques that will enable you to adapt to changing buyer expectations and growth in the use digital marketing.

Course Learning Outcomes:

1. Explain fundamental concepts of sales management and the personal selling process.
2. Describe the effective methods for generating new accounts and building relationships with existing sales.
3. Explain the basic selling models and evolving trends in sales force organizations.
4. Explain the process for recruiting, selecting, and training salespeople.
5. Describe appropriate sales leadership styles that support the moral basis for business ethics.
6. Describe how to design sales incentive and recognition programs that support the evaluation of sales force performance.

Participation & Attendance
Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

**Course Materials**

Textbook Information is located in the CSU-Global Booklist on the Student Portal.

**Course Schedule**

**Due Dates**
The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- Discussion Boards: The original post must be completed by Thursday at 11:59 p.m. MT and Peer Responses posted by Sunday 11:59 p.m. MT. Late posts may not be awarded points.
- Opening Exercises: Take the opening exercise before reading each week’s content to see which areas you will need to focus on. You may take these exercises as many times as you need. The opening exercises will not affect your final grade.
- Mastery Exercises: Students may access and retake mastery exercises through the last day of class until they achieve the scores they desire.
- Critical Thinking: Assignments are due Sunday at 11:59 p.m. MT.
- Live Classroom: Although participation is not required, a Live Classroom session is held during Week 4.

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<tr>
<th>Week #</th>
<th>Readings</th>
<th>Assignments</th>
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| 1      | - Chapters 1 & 2; pages 363-366 (The Case Method) in *Dalrymple’s Sales Management: Concepts and Cases*
        |          | - Opening Exercise (0 points) |
| 2      | - Chapters 3 & 4 in *Dalrymple’s Sales Management: Concepts and Cases*
        |          | - Critical Thinking (70 points) |
| 3      | - Chapters 5 and 6 in *Dalrymple’s Sales Management: Concepts and Cases*
        |          | - Discussion (25 points) |
        |          | - Opening Exercise (0 points) |
        |          | - Mastery Exercise (10 points) |
        |          | - Critical Thinking (60 points) |
| 4 | Chapters 7 & 8 in *Dalrymple’s Sales Management: Concepts and Cases*
|---|---|
| 5 | Chapters 9 and 10 in *Dalrymple’s Sales Management: Concepts and Cases*
| 6 | Chapters 11 & 12 in *Dalrymple’s Sales Management: Concepts and Cases*
| 7 | Chapter 13 in *Dalrymple’s Sales Management: Concepts and Cases*
Assignment Details

This course includes the following assignments/projects:

Module 1

CRITICAL THINKING ASSIGNMENT (70 points)
Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Mobile Devices and Social Networking in Selling Process
In 2014, nearly half of the small businesses that reported an increase in social networks sales used social networking in multiple business development and sales capacities, including identifying requests for proposals, networking with new and existing customers, and promoting their own business (Hubspot, 2015). Users are increasingly turning to their mobile devices to view information and interact on social networking sites. Discuss how to respond to the challenges and opportunities that mobile devices and social networking present in the selling process.

Your paper should meet the following requirements:
- 3-4 pages in length, not including cover and reference pages.
- Formatted according to the CSU-Global Guide to Writing and APA Requirements.
- Cite a minimum of three sources, two of which should be academic peer-reviewed, scholarly sources to support your responses—in addition to your textbook. The CSU-Global library is a great place to find these resources.

Refer to the Critical Thinking Rubric available in the Module 1 Folder for information on grading details.

Option #2: Identifying Strong Sales Representative Candidates
Many people start out in sales, but not many make a successful career of it. Some of the reasons include: inability to hit quotas, inability to handle rejection, too disorganized in work habits, too aggressive, or not aggressive enough—there are many reasons why a person may not be cut out for sales. In order to build a strong sales organization, it’s imperative to find the people that are. You have recently been promoted to Sales Director for a Textbook Publishing Company. You have been asked to hire a Sales Manager for your collegiate sales team. The HR Department has asked you to create a job description and a list of 10 interview questions that can be used to identify strong sales rep candidates. In your paper, include the sales representative’s job description and a list of 10 interview questions.

Reference
Your paper should meet the following requirements:

- 3-4 pages in length, not including cover and reference pages.
- Include the sales representative’s job description and a list of 10 interview questions.
- Formatted according to the CSU-Global Guide to Writing and APA Requirements.
- Cite a minimum of three sources, two of which should be academic peer-reviewed, scholarly sources to support your responses— in addition to your textbook. The CSU-Global library is a great place to find these resources.

Refer to the Critical Thinking Rubric available in the Module 1 Folder for information on grading details.

**PORTFOLIO PROJECT MILESTONE (25 points)**

Review the Final Portfolio Project at the end of Week 8 and choose one of the two assignment options. For each Portfolio Milestone throughout the course, you will then complete the matching assignment option. Do not do both assignments. Identify your assignment choice in the title of your submission.

**Option #1: Sales Call Presentation**

For Option #1, you are a salesperson for an international sales organization of your choice. You should select the organization, the product or service you will be selling, and the prospective customer. You will create a 3-4 slide presentation using a program such as Prezi, PowerPoint, Google Slides (or a similar program) to introduce your selected organization, and the product or service you sell to your prospective customer.

**Module 1 Milestone: Identifying Prospective Customers**

- Identify a prospective customer, including the customer’s name, the industry, and a brief description of his or her needs.
- Identify your total market offering: Consider what you could potentially sell to the prospective customer.

Refer to the Portfolio Project grading rubric available in the Module 8 Folder for information on grading details.

**Option #2: Sales Force Hiring, Training, and Evaluation Presentation**

For Option #2, you are a sales manager for an international selling organization of your choice. You have been tasked with adding five salespeople to your team. You will create a 2-3 slide presentation, using Prezi, PowerPoint, Google Slides (or a similar program) that will identify traits of a successful salesperson and define the roles of the salesperson.

**Module 1 Milestone: Traits of a Successful Salesperson**

- Identify the traits of a successful salesperson.
- What traits make someone effective?
- What traits make someone ineffective?
- Include a job description with a list of ten traits of a successful salesperson that you seek to hire.

Refer to the Portfolio Project grading rubric available in the Module 8 Folder for information on grading details.

**Module 2**

**CRITICAL THINKING ASSIGNMENT (60 points)**

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

**Option #1: Prospects to Reach and Engage Buyers**

LinkedIn is filled with high quality prospects for every salesperson. Many of those prospects truly need what we have to offer. LinkedIn can be a great place to meet prospects and grow your sales network.

But there is a right and wrong way to interact with those prospects. No one likes being sold to. When someone sends you a solicitation email right after connecting through LinkedIn, the only thing they are trying to do is sell to
you—and that does not feel good. Discuss the use of LinkedIn to qualify and develop prospects and how to effectively reach and engage buyers.

Your paper should meet the following requirements:

- 3-4 pages in length, not including the cover page and the reference page.
- Cite a minimum of three sources, two of which should be academic peer-reviewed, scholarly sources to support your responses—in addition to your textbook. The CSU-Global library is a great place to find these resources.
- Make sure you properly cite and reference your sources according to the CSU-Global Guide to Writing and APA Requirements.
- Your paper must be clearly and well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with Tools for Effective Writing at the CSU-Global Library, accessible from the Library’s homepage.

Refer to the Critical Thinking Rubric available in the Module 2 Folder for information on grading details.

Option #2: Train a Sales Team and Develop Prospects

The concept of ‘knowing your client’ is one of the most basic and important standards in sales. However, before you know your client, you need to know your prospects. As sales manager for Comfortable Heat and Air, your sales team sells product to residential and commercial customers. Discuss how you would train your sales team to qualify and develop prospects. Describe the perfect customer. How would you determine if a prospect could turn into a customer? What are a few qualifying questions your sales team could use to develop prospects?

Your paper should meet the following requirements:

- 3-4 pages in length, not including the cover page and the reference page.
- Cite a minimum of three sources, two of which should be academic peer-reviewed, scholarly sources to support your responses—in addition to your textbook. The CSU-Global library is a great place to find these resources.
- Make sure you properly cite and reference your sources according to the CSU-Global Guide to Writing and APA Requirements.
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Refer to the Critical Thinking Rubric available in the Module 2 Folder for information on grading details.

Module 3

CRITICAL THINKING ASSIGNMENT (60 points)
Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Home Building Sales Reduction
You are the vice president of sales for a $30 million manufacturer of home building materials. The company employs 50 salespeople around the country to market the company’s products to hardware stores and major building contractors. The CEO believes the company needs to cut costs and wants to reduce the sales force by 50 percent. You have been asked to come in and explain why that is a bad long-term strategy for the company.

- How would you advise the CEO reduce costs?
- How do you persuade the CEO that salespeople who are critical to the success of the company?
- How would you attempt to control the damage that may occur with a 50 percent reduction of the sales force?
- What would you suggest doing if one of the members of the sales team asked you whether it was true if the company was going to lay off 50 percent of the sales force?
Your paper should meet the following requirements:

- 3-4 pages in length, not including the cover page and reference page.
- Cite a minimum of three sources, two of which should be academic peer-reviewed, scholarly sources to support your responses—in addition to your textbook. The CSU-Global library is a great place to find these resources.
- Make sure you properly cite and reference your sources according to the CSU-Global Guide to Writing and APA Requirements.
- Your paper must be clearly and well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with Tools for Effective Writing at the CSU-Global Library, accessible from the Library’s homepage.

Refer to the Critical Thinking Rubric available in the Module 3 Folder for information on grading details.

Option #2: Automation and Data Entry
You are a sales manager for L’Oreal Cosmetics, an international organization present in 130 countries. You manage an international sales team with headquarters in Clichy, France. Many of your field sales representatives have told you CRM has become a burden. After a long day of selling, they have to enter information from the day’s calls and appointments, culled from hastily scribbled notes, into their company’s CRM system. Once entered, that same information is hard to utilize as they quickly prepare for upcoming calls. The data, therefore, are more beneficial to you, the sales manager, than to your field sales reps. You have been charged with the task of revamping L’Oreal’s international sales force automation and reducing the data entry burden for the field sales reps. Discuss proposed solutions in your paper. Consider that you have sales reps in 130 countries who speak multiple languages and sell multiple brands. How can CRM reduce significant differences from one country to another?

Your paper should meet the following requirements:

- 3-4 pages in length, not including the cover page and reference page.
- Cite a minimum of three sources, two of which should be academic peer-reviewed, scholarly sources to support your responses—in addition to your textbook. The CSU-Global library is a great place to find these resources.
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Refer to the Critical Thinking Rubric available in the Module 3 Folder for information on grading details.

References

Module 4
CRITICAL THINKING ASSIGNMENT (60 points)
Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: PharmRX Training Woes
In this assignment, you will read and respond to the following case study in a 3-4 page paper. The requirements for the paper can be found below.

Case Study:
It was the first day of PharmRX sales-training meeting at its Tulsa office. The company’s 25 salespeople talked excitedly during breakfast about the upcoming events: a few rounds of golf, some fishing at Grand Lake, and an awards dinner, at which the annual incentive contest winners would be announced.

At 7:45 a.m., the salespeople met in the designated meeting room. The reps took their seats, and at 8 a.m. sharp, their instructor, Sam Sellers, walked in and began the session. Five hours later the salespeople emerged and met for lunch. They were soon joined by the sales manager, Linda Spencer who had attended the sales training conducted by the same company. The moment they sat down, the reps’ ranting began: “This was the worst training I’ve ever attended.” “It was tedious.” “I could’ve learned more in my sleep.” The reps were so angry that they didn’t want to sit through the remaining sessions. “Ten more hours would be pure torture,” one salesperson insisted.

Spencer suggested to the reps that they focus on enjoying that afternoon’s activity and said she would have a resolution by the time she rejoined them for dinner. Spencer didn’t want this meeting to be a bust; she also didn’t want to squander the company’s investment in the sales meeting and training sessions.

1. What steps should Spencer take to resolve the situation? (Canceling the remaining sessions is not an option.)
2. How can Spencer avoid this situation in the future?

Your paper should meet the following requirements:

- 3-4 pages in length, not including the cover page and reference page.
- Cite a minimum of three sources, two of which should be academic peer-reviewed, scholarly sources to support your responses—in addition to your textbook. The CSU-Global library is a great place to find these resources.
- Make sure you properly cite and reference your sources according to the CSU-Global Guide to Writing and APA Requirements.
- Your paper must be clearly and well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with Tools for Effective Writing at the CSU-Global Library, accessible from the Library’s homepage.

Refer to the Critical Thinking Rubric in the Module 4 Folder for more information on expectations for this assignment.

**Option #2: Coaching Session**

You are the Inside Sales Team Leader at Sullivan Window Company. Lauren Smith is one of your inside sales representatives. She is responsible for managing existing customers and selling new products and services to those customers. Generally, she is a good employee, relates well to customers (and is particularly good at managing the irate ones).

She has improved the average duration of their calls from 8.5 minutes to 7.2 minutes over the last 6 months. However, her sales of new products lag behind the rest of the team and the department average is 5.8 minutes.

You have noticed that she tends to be a bit chatty on the phone with customers. This is good for customer service (some existing customers are just ‘looking for a friend’). However, there is always pressure on you from above to close new sales and reduce the duration of phone calls.

Discuss the action plan and coaching session that you would take with Lauren Smith to address the new product sales lag and call durations, and how you would know if this approach is effective.

Your paper should meet the following requirements:

- 3-4 pages in length, not including the cover page and reference page.
- Cite a minimum of three sources, two of which should be academic peer-reviewed, scholarly sources to support your responses—in addition to your textbook. The CSU-Global library is a great place to find these resources.
• Make sure you properly cite and reference your sources according to the CSU-Global Guide to Writing and APA Requirements.
• Your paper must be clearly and well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with Tools for Effective Writing at the CSU-Global Library, accessible from the Library’s homepage.

Refer to the Critical Thinking Rubric in the Module 4 Folder for more information on expectations for this assignment.

PORTFOLIO PROJECT MILESTONE (25 points)
Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Sales Call Presentation
You are a salesperson for an international sales organization of your choice. You will create a 3- to 4-slide presentation using a program such as Prezi, PowerPoint, Google Slides (or a similar program) that will be used to introduce your organization.

Module 4 Milestone: Making the Professional Introduction
• How would you introduce your organization? How would you gain a prospect’s attention?
• Effectively build rapport: How can you establish it?
• Create a transition from rapport to needs identification.

Refer to the Portfolio Project grading rubric available in the Module 8 Folder for information on grading details.

Option #2: Sales Force Hiring, Training and Evaluation Presentation
For the purposes of this Milestone #2, you are a sales manager for an international sales organization of your choice. You will create a 3- to 4-slide presentation using a program such as Prezi, PowerPoint, Google Slides (or a similar program) that will be used to develop a training plan.

Module 4 Milestone: Develop the Training Plan
• Outline a training plan for the five new salespeople you have hired for your sales organization.
• What methods would you want to employ?
• Why would they prove to be effective for your organization?
• Include a role-play and the use of technology.

Refer to the Portfolio Project grading rubric available in the Module 8 Folder for information on grading details.

Module 5

CRITICAL THINKING ASSIGNMENT (60 points)
Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Sales and Ethics
In this assignment, you will read and respond to the following case study in a 3-4 page paper. The requirements for the paper can be found below.

Case Study:
Mike O’Brien is a new regional sales manager for a U.S.-based construction equipment company with responsibilities for the Asian and Eastern European markets. Thanks to a multimillion-dollar loan from the World Bank, one of the less-developed nations in Africa is able to shop for equipment to improve the country’s road system. Mike’s company is one of several around the world invited to submit a proposal. Mike is responsible for coordinating the development of the proposal, which is to include a long-term parts-and-service contract.
In his first meeting with the government minister responsible for the purchase, Mike was made aware that if his company won the contract, it would be expected to pay the minister $100,000 in U.S. currency as well as provide a 10 percent commission on future parts-and-service revenues. Mike’s firm is bound by the U.S. Foreign Corrupt Practices Act and has a policy forbidding accepting or offering bribes. But he knows plenty of contractors still do this sort of practice in order to win the project.

Mike’s experience before this current assignment entailed calling on contractors in the U.S. and coordinating military purchases in Europe. He has no experience with the present situation he faces but he knows that getting this contract would be a major deal, both for the company and for his personal commission income.

1. In your paper, address sales ethics at work here. Is it ever okay to take bribes or grease payments? What are the requirements under foreign law?
2. What options does Mike have to ensure his company will be awarded the contract? How would you, if you were Mike, handle this situation?

Your paper should meet the following requirements:
- 3-4 pages in length, not including the cover page and reference page.
- Cite a minimum of three sources, two of which should be academic peer-reviewed, scholarly sources to support your responses—in addition to your textbook. The CSU-Global library is a great place to find these resources.
- Make sure you properly cite and reference your sources according to the CSU-Global Guide to Writing and APA Requirements.
- Your paper must be clearly and well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with Tools for Effective Writing at the CSU-Global Library, accessible from the Library’s homepage.

Refer to the Critical Thinking Rubric in the Module 5 Folder for more information on expectations for this assignment.

Option #2: Ethical Dilemmas
Ethical dilemmas arise in selling every day. Sales professionals must realize the need to be honest when selling, as there are conflicting demands from the sales organization, customers, and colleagues. As Sales Manager of Intelligent Software Systems, Inc., you have working for you an exceptional sales representative; Lindsey is a 24 year-old, highly intelligent economics major with superior people skills who rose very rapidly in her current career. She was promoted from trainee to consultant to senior account manager within two years of employment due to her dynamic capacity to nurture client relationships and close deals.

Lindsey is on the fast track to upper management, but came face-to-face with a monumental moral dilemma when meeting with one of her first major sales clients, Kenny, the Chief Executive Officer at Second People’s Bank. Kenny is the decision maker for the Bank’s software services. Kenny advised Lindsey that he makes all decisions based upon the physical attributes of my vendors. When meeting with Kenny, Lindsey did not know how to respond. She knew that her products and services were superior to others, but Kenny was only interested in her physical appearance and made it known throughout their meeting. Lindsey has called a meeting with you, her sales manager, to discuss the situation. Address the issue with Lindsey, identify the stakeholders and conflicting demands, and provide coaching on how she and Intelligent Software should respond.

Your paper should meet the following requirements:
- 3-4 pages in length, not including the cover page and reference page.
- Cite a minimum of three sources, two of which should be academic peer-reviewed, scholarly sources to support your responses—in addition to your textbook. The CSU-Global library is a great place to find these resources.
- Make sure you properly cite and reference your sources according to the CSU-Global Guide to Writing and APA Requirements.
Your paper must be clearly and well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with Tools for Effective Writing at the CSU-Global Library, accessible from the Library’s homepage.

Refer to the Critical Thinking Rubric in the Module 5 Folder for more information on expectations for this assignment.

Module 6

CRITICAL THINKING ASSIGNMENT (60 points)
Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Challenges of Compensation
One of the most critical challenges as a sales manager is compensating your salespeople effectively. You need to create a compensation plan that encourages your sales team to land new business and continue to up-sell existing accounts. Where do you begin figuring out the best way to compensate the team? Can you create a balance between base pay and commission? Perhaps a commissions-only model would work for you? How do you set parameters for performance? How do you measure that performance?

Your paper should meet the following requirements:
• 3-4 pages in length, not including cover and reference pages.
• Formatted according to the CSU-Global Guide to Writing and APA Requirements.
• Cite a minimum of three sources, two of which should be academic peer-reviewed, scholarly sources to support your responses—in addition to your textbook. The CSU-Global library is a great place to find these resources.

Refer to the Critical Thinking Rubric in the Module 6 Folder for more information on expectations for this assignment.

Option #2: Sales Incentives
In order to generate long-lasting sales success, a sales manager needs to create special incentives for rewarding top sellers. Salespeople are often paid a base salary, plus incentives for attaining sales targets. Two types of incentives are commonly used—a lump sum bonus when salespeople hit their target or a commission for every sale beyond their target. Which is better? What other sales incentives could you offer your sales team? Make sure you explain your reasoning and use evidence to support your claims.

Your paper should meet the following requirements:
• 3-4 pages in length, not including cover and reference pages.
• Formatted according to the CSU-Global Guide to Writing and APA Requirements.
• Cite a minimum of three sources, two of which should be academic peer-reviewed, scholarly sources to support your responses—in addition to your textbook. The CSU-Global library is a great place to find these resources.

Refer to the Critical Thinking Rubric in the Module 6 Folder for more information on expectations for this assignment.

Module 7

PORTFOLIO PROJECT MILESTONE (25 points)
Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Sales Call Presentation
You are a salesperson for an international sales organization of your choice. You will create a 3-4 slide presentation using a program such as Prezi, PowerPoint, Google Slides (or a similar program) that will be used to introduce your organization’s needs.

**Module 7 Milestone: Identify Needs**
- Discuss decision criteria and the people involved in the decision-making process

Refer to the Portfolio Project grading rubric available in the Module 8 Folder for information on grading details.

**Option #2: Sales Force Hiring, Training and Evaluation Presentation**
You are a sales manager for an international sales organization of your choice. Present the Code of Ethics for your organization to your five new salespeople. You will create a 3-4 slide presentation using a program such as Prezi, PowerPoint, Google Slides (or a similar program) that will be used to introduce your organization.

**Module 7 Milestone: Code of Ethics**
- Why is the Code of Ethics significant to your organization?
- How will your code apply to the international sales team?
- How will your organization balance performance-based incentives with its Code of Ethics?

Refer to the Portfolio Project grading rubric available in the Module 8 Folder for information on grading details.

**Module 8**

**PORTFOLIO PROJECT (275 points)**
Choose one of the following two assignments to complete. Do not do both assignments. Identify your assignment choice in the title of your submission.

**Option #1: Sales Call Presentation**
Successful selling is based on planning and preparation before the sales call and sales presentation. One of the most important areas of preparation pertains to understanding a product’s features and how those features might solve buyers’ needs.

The link between product features and buyers’ needs is accomplished by converting a product’s features into benefits for the buyer. Benefits are solutions to needs. It is important to realize that specific product features may yield different benefits to different buyers. Thus, preparation includes imagining the variety of buyers’ needs that a feature might address and how to uncover potential benefits through questioning.

The objective of the sales presentation assignment is to gain experience applying the selling process by planning for and preparing a formal sales presentation to meet the needs of a customer. This assignment will help you apply and integrate all of the course objectives for MKG 360. The sales presentation assignment will be completed in sections with the final sales presentation due in Module 8.

Throughout the course, you will complete a number of graded Sales Call Presentation milestone assignments that will support your work on your final project. Throughout the course, you will also have reminders that will prompt you about where you should be in the project development process.

For the purposes of your final portfolio assignment, you are a sales person for an international sales organization of your choice. You will be expected to revise the Milestones you completed in Modules 1, 4, and 7, add the Module 8 slides and submit a final Sales Call Presentation in Module 8 as a Portfolio Project.

**Module 1 Milestone: Identifying Prospective Customers**
- Identify a prospective customer, including the customer’s name, the industry, and a brief description of his or her needs.
- Identify your total market offering: Consider what you could potentially sell to the prospective customer.
Module 4 Milestone: Making the Professional Introduction
- How would you introduce your organization? How would you gain a prospect’s attention?
- Effectively build rapport: How can you establish it?
- Create a transition from rapport to needs identification.

Module 7 Milestone: Identify Needs
- Discuss decision criteria and the people involved in the decision-making process.

Module 8 Milestone: Product/Service Description and Close
- Present benefits based upon buyer needs instead of just features.
- Create a logical, convincing presentation with a strategy to communicate and persuade regarding reason to buy.
- Persuasively present a reason to buy.
- Asks for business or appropriate commitment from the buyer, given the nature of this particular sales call.
- Conclusion.

Final Presentation Requirements
- Prepare a 10- to 15-slide presentation with voice narration. If you do not have access to a microphone, you may write out your narration as a script and submit as an accompanying Word document or find an alternative way of presenting the narration, depending on the program. PowerPoint, for instance, has the option to add notes at the bottom of each slide. Be sure to clearly designate which slide the narration accompanies.
- Cite a minimum of four peer-reviewed, scholarly sources. You may also use your textbook as an additional source. The CSU-Global library is a great place to find these resources.
- Format all sources according to the CSU-Global Guide to Writing and APA Requirements.
- If you do not have access to PowerPoint, you may use a program like Google, SlideRocket, Prezi, or another software to create your presentation. Embed voice narration in your presentation or follow the same directions above for a written script and submit it separately. Familiarize yourself with the program you choose early on in the process.
- You will be graded on the thoroughness of your presentation, its usefulness as a sales tool, your understanding of the concepts presented in this course, and writing style and mechanics.

Refer to the Portfolio Project grading rubric available in the Module 8 Folder for information on grading details.

Option #2: Sales Force Hiring, Training and Evaluation Presentation
Sales Managers spend countless hours developing sales and marketing strategies to acquire new customers. Yet, few invest the time to create strong sales hiring and onboarding practices—to prepare the salespeople who are supposed to launch those sales and marketing strategies. Unless your product sells itself, your sales force determines the organization’s success.

For Option #2, you are a sales manager for an international selling organization of your choice. You have been tasked with adding five salespeople to your team. You will create a presentation that will identify traits of a successful salesperson, define the roles of the salesperson, coach for sales ethics, develop a training plan, and address evaluation criteria. You will consolidate the portfolio presentations created in Modules 1, 4 and 7, and submit one sales force presentation in Module 8. This assignment will help you apply and integrate all of the course objectives for MKG 360. The sales presentation assignment will be completed in sections with the final sales presentation due in Module 8.

For the purposes of this final assignment, you will be expected to revise the Milestones in Modules 1, 4, and 7, add the Module 8 slides, and submit a final version in Module 8 as a Final Portfolio Project Presentation.

Module 1 Milestone: Traits of a Successful Salesperson
- Identify the traits of a successful salesperson.
- What traits make someone effective?
- What traits make someone ineffective?
- Include a job description with a list of ten traits of a successful salesperson that you seek to hire.

**Module 4 Milestone: Develop the Training Plan**
- Outline a training plan for the five new salespeople you have hired for your sales organization.
- What methods would you want to employ?
- Why would they prove to be effective for your organization?
- Include a role-play and the use of technology.

**Module 7 Milestone: Code of Ethics**
- Why is the Code of Ethics significant to your organization?
- How will your code apply to the international sales team?
- How will your organization balance performance-based incentives with its Code of Ethics?

**Module 8 Milestone: Evaluation**
- Identify criteria that will be used to evaluate the new salespeople.
- Include compensation, bonus plans and incentives.

**Final Presentation Requirements**
- Prepare a 10- to 15-slide presentation with voice narration. If you do not have access to a microphone, you may write out your narration as a script and submit it as an accompanying Word document. Be sure to clearly designate which slide the narration accompanies.
- Cite a minimum of four peer-reviewed, scholarly sources. You may also use your textbook as an additional source. The CSU-Global library is a great place to find these resources.
- Format all sources according to the [CSU-Global Guide to Writing and APA Requirements](#).
- If you do not have access to PowerPoint, you may use a program like Google, SlideRocket, Prezi, or another software to create your presentation. Embed voice narration in your presentation or follow the same directions above for a written script and submit it separately. Familiarize yourself with the program you choose early on in the process.
- You will be graded on the thoroughness of your presentation, its usefulness as a hiring, training, and evaluation tool, your understanding of the concepts presented in this course, and writing style and mechanics.

Refer to the Portfolio Project grading rubric available in the Module 8 Folder for information on grading details.
In-Classroom Policies
For information on late work and incomplete grade policies, please refer to our In-Classroom Student Policies and Guidelines or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

Academic Integrity
Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /re-purposing your own work (see CSU-Global Guide to Writing and APA Requirements for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and Internet resources.

Citing Sources with APA Style
All students are expected to follow the CSU-Global Guide to Writing and APA Requirements when citing in APA (based on the APA Style Manual, 6th edition) for all assignments. For details on CSU-Global APA style, please review the APA resources within the CSU-Global Library under the “APA Guide & Resources” link. A link to this document should also be provided within most assignment descriptions on your course’s Assignments page.

Disability Services Statement
CSU–Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email ada@CSUGlobal.edu for additional information to coordinate reasonable accommodations for students with documented disabilities.

Netiquette
Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom.

If you have concerns about something that has been said, please let your instructor know.