

**MSM Sales Management – Marketing 60524-01 - Spring, 2024**

Classroom: Mendoza 160 - Sessions: January 17 – May 7

Class Hours: Monday and Wednesday – 9:30 pm to 10:50 am

Instructor: Mr. Bob Essig, Cell: 574-298-6966, Email: [ressig@nd.edu](mailto:ressig@nd.edu)

Office Hours – Tuesday, Thursday, Friday. (Drop me an email)

**Course Description and Learning Objectives:**

This course is a marketing elective designed for MSM graduate business management students interested in learning more about professional sales force management and personal selling from firms engaged in business - business and services marketing.

The objectives of the course are to:

1. Increase students' understanding of the role, importance and process of personal and professional selling in different marketing situations and global business climates.
2. Enhance students' ability to diagnose and address diverse problems and decisions that arise in developing and implementing a firm's selling strategy.
3. Increase students' knowledge and application of economic and behavioral theories, models and methods useful for raising sales force productivity.
4. Increase student' understanding of the sales management function and demonstrate the ability to develop a sales management strategy. Discuss and evaluate sales ethics issues for a student's first sales position.

**Course Materials:**

- 1) **“Sales Force Management – Leadership, Innovation, Technology” 13<sup>th</sup> edition by Mark W. Johnston and Greg W. Marshall. Publisher – Routledge, ISBN 978-0-367-68208-8.**

**Course Format / Class Conduct:** The instruction will be provided through a mix of business case analyses and discussions, video lectures and sales management presentations.

Daily preparation and completion of class and/or homework assignments is essential.

CSM students are expected to understand behavioral, qualitative and quantitative aspects of the Contemporary Sales Management process.

**Attendance and Assignments**

- CSM students should read all the assigned material and view the video coaching sessions. They need to view the on-line course lectures and participate live in as many as they can.
- Case study class assignments “on time” for full credit.
- If you have another reason for not being in class, email me prior to class.

**Notre Dame – Code of Conduct**

- Guidelines for Notre Dame Academic Code of Honor will be adhered to both by the instructor and the students.

**Policy and Practice of Social Responsibility and Justice** – The class will follow the guidelines of the Notre Dame Policy for Social Justice and Respect. This includes sensitivity by the instructor and your fellow students to each other.

Students will **practice Health and Safety** guidelines throughout the class.

**Student Evaluations** – Grade Criteria (on Mendoza curve)

- 1) **60% (30% each) – Two Quizzes – February 28 and May 7**
- 2) **20% Seminars / Workshops**
- 3) **20% - Business to Business – Sales Strategy -Model Paper - Sales Analysis and Execution Plan – and Team Presentation – Explanation of your Sales Strategy**

**MSM Contemporary Sales Management – Agenda Version 1 – Spring Session, 2024 – Mendoza 160 – 9:30 am – 10:45 am – Monday and Wednesday**

**Text: Sales Force Management: Leadership, Innovation and Technology - 13<sup>th</sup> edition, Routledge Publishing, (ISBN 978-0-367-68208-8)**

**Authors: Mark W. Johnston, Greg W. Marshall**

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**Session 1 – JANUARY 17 - “Introduction to Sales Management in the 21<sup>st</sup> Century” (Chapter 1)**

**Topics: Relationships Ethics, Sales Management, the “New Sales” Model, Value Propositions**

**Homework: Read “SFM” - Chapter One – p.3 - 21**

**Sales Management Seminar #1 - What is Contemporary Selling?**

- LT #1 - Case 1 - Public Service Organizations, p. 21, question #2
- LT #2 – Case 2 –Inventron Pharmaceuticals, p. 23
- LT #3 – Case 3 –iTeam, Inc., p. 24
- LT #4 – Case 4 –Leadership Challenge: The New Kid, p. 22

**Session 2 – JANUARY 22 – “Introduction to Sales Management” (Chapter 1)**

**Topics: Relationship Selling, Border Position**

**Homework: Read “Understanding the Process of Selling and Buying” (Chapter 2) p. 29-44**

**Sales Management Seminar #2 – The Process of Selling and Buyers**

- LT #1 – Case 5 – Relationship Selling, p.61, question 6
- LT #2 – Case 6 – Creativity, p. 61, question 3
- LT #3 – Case 7 - Buying Center, p. 61, question 8
- LT #4 – Case 8 – Types of Purchases, p. 61, question 9

**Session 3 – JANUARY 24 – “The Process of Selling and Buying” – (Chapter 2)**

**Topics: B2B and B2C selling, Buying Process, Decision Maker**

**Homework: Read “Contemporary Selling”-Value Creation in Buyer-Seller Relationships (Chapter 3) p, 45 - 60\_**

**Sales Management Seminar #3 – The Process of Selling and Buyers #2**

- LT #1 – Case 9 – Ethical Question: p. 62, ques. 12
- LT #2 – Case 10 – Leadership Challenge: B2C versus B2B, p. 62
- LT #3 – Case 11 – Emblem Foods, p. 63
- LT #4 – Case 12 – Rising Action Bakery and Flour, p. 63 and 64

**Session 4 – JANUARY 29 - “The Process of Selling and Buying” (Chapter 2) (cont.)**

**Topics: Buying Centers, Sales Profession, Types of Selling, Day in the Life**

**Homework: a) Read “Linking Strategies and the Sales Role” (Chapter 3) p, 65-79 Sales**

**Sales Management Seminar #4 – Linking Sales Strategies**

- LT #1 – Case 13 – Promotion Mix, p. 101, question 3
- LT #2 – Case 14 – Strategic Partnerships - CEO, p. 101, question 6
- LT #3 – Case 15 – Ethical Question, Confidentiality, p. 101, question 8
- LT #4 – Case 16 – Strategic Partnerships – Alliances, p. 101, question 5

**Session 5 – JANUARY 31 – Linking Strategies and the Sales Role in the Era of CRM and Data Analytics (Chapter 3)**

**Topics: Social Responsibility, Corporate Citizenship, Reebok Sales Model, Buying Center**

**Homework: Read “Linking Strategies and Sales Roles” – (Chapter3) p. 80- 99**

**Sales Management Seminar #5 – Sales Strategies**

- LT #1 - Case 17 – Serendipity Wireless, p. 102-103
- LT #2 – Case 18 – Transprech, A.G., p. 103
- LT #3 – Case 19 – Leadership Challenge: Whose CRM? P. 101
- LT #4 – Case 20 - Miles and Snow Typology, p. 101, question 7

**Session 6 – FEBRUARY 5 – Linking Sales Strategies (chapter 3)**

**Homework:**

**Sales Management Seminar #6 – Sales Ethics and Legal Issues and Challenges**

**LT #1 – Case 21 – Scandals**

**LT #2 - Case 22 – Expense Account Dinner, p. 104, ques. 4,**

**LT #3 – Case 23 - Implied Warranty, p. 105, ques.12**

**LT #4 – Case 24 – Price Discrimination, p. 105, ques. 13**

***Session 7 – FEBRUARY 7 – Ethical and Legal Issues in Sales Management***

**Topics: Diverge - Customer Loyalty, Service Quality, Sales Management**

**Homework: Read Chapter 3 in Contemporary Selling, p. 63 – 69 – “Value Creation in Buyer-Seller Relationships”**

**Session 8 – FEBRUARY 12 – Sales Management Seminar #7 - Why Change? Workshop – Dave Wallace, CEO – Bayridge Consulting – “Chief Prosecutor of the Status Quo”**

**Session 9 – FEBRUARY 14 – Sales Management Seminar #8 - Customer Communications and Business Story Telling - Dave Wallace, CEO, Bayidge Consulting**

**Topic:** Why the skill of telling a great business story is so important today. Presentations, Impact, Relevancy, Elevator Pitch, Examples of Win-Win.

**Session 10 – FEBRUARY 19 –**

**Topics : Implément an Ethical Framework for Sales**

**Homework :** Read a) Ethical and Legal Issues in Sales Management – Read Chapter 4, p. 101 – 110

**Session 11 – FEBRUARY 21 – Managing a National Key Account**

**Sales Management Seminar #9 - Formula for Successful Sales and Marketing – Key Accounts – Ray Brahms – National Sales Executive – Whirlpool Corporation**

**Homework:** Sales Management Seminar #10 – Sales Technologies and Analysis

**LT #1 – Case 21 – Marketing Evolution, exhibit 5.1, p. 113**

**LT #2 – Case 22 – Sales Analytics, p. 130, ques. 8**

**LT #3 – Case 23 – Market Orientation, p. 130, ques. 4**

**LT #4 – Case 24 – 360-degree view of the Customer exhibit 5.5, p. 126**

**Session 12 – FEBRUARY 26 – Sales Technologies and Analysis -s: Successful Sales Planning and Strategy Development**

**Session 13 – FEBRUARY 28 - Quiz #1 – Chapters 1- 5 in “Contemporary Selling” (30%)**

***March 4 – 8 – Grow Irish Week***

***March 11 – 17 – Spring Break***

**Session 14 – MARCH 18 – Prospecting and Sales Call Planning – Chapter 6**

**Topics: Finding Leads and Developing Your 20%**

***Session 15 – MARCH 20 – Sales Management Seminar # 11 – History of Apple Inc - Jack McLaughlin -***

**Homework: Sales Management Seminar #12 – Prospecting and Sales Call Planning**

- LT #1 – Case #25– Goals for the Initial Sales Call, p. 155, ques.7
- LT #2 – Case #26 – Strong Point Financial, p. 155
- LT #3 – Case #27 – Pressure, p. 104, ques. 7
- LT #4 – Case #28 – Types of Customers, p. 138

**Topics: What makes a Successful Sales representative, 25 year Career, Educational Sales, former Sales Executive for Notre Dame and Midwest Universities**

**Session 16 – April 1 – Negotiating for Win-Win Solutions – Chapter 8**

**Topics: Harvard Negotiations framework – Getting to Yes**

**Sales Management Seminar #13 – Sales Negotiations**

- LT #1 – Case #29 – Closing Methods, p. 228, ques. 4
- LT #2 – Case #30 – Customer Complaints, p. 228, ques 4
- LT #3 – Case #31 - Budget Problems, p. 196
- LT #4 – Case #32 – Unseating Competition, p. 207, ques. 8

**Session 17 – APRIL 3 – Closing the Sale and Follow-up – (Chapter 9)**

**Topics: Types of Closing, After sales support activities, Gap analysis.**

**Session 18– APRIL 8 – Sales Person Self-Management – (Chapter 10)**

**Session 19 – APRIL 10 – Sales Management Seminar #14 - Bill Rossiter, CEO, Interrupt**

**Topics: Salesperson Performance: Behavior, Motivation and Role Perceptions**

***Session 20 – APRIL 15 - Compensation and Evaluation – (Chapter 13)***

**Topics: Measurements, Behavior, Motivation, Role Alignment, Bonus', Compensation**

**Session 21 -APRIL 17 - Recruiting, Selecting and Training Salespeople – (Chapters 11 and 13)**

**Session 22-25 – APRIL 22 – MAY 1 – Sales Strategy Team Presentations**

***Session 26 – MAY 6 – 9 am – 10:30 am – Final Quiz – 30% - “Contemporary Selling” – Chapter 6-11, 13 – Mendoza 160***