

## **MGT 106: Sales and Sales Management**

### **Spring Quarter 2021, Monday & Wednesday, 11:00 AM – 12:20 PM**

INSTRUCTOR: Craig Eberhard  
CLASS TA: Carmen Lai (yl722@ucsd.edu)  
EMAIL: [caeberhard@ucsd.edu](mailto:caeberhard@ucsd.edu),  
FORMAT: Online instruction  
OFFICE HOURS online: to be  
communicated as part of Lecture #1,  
Monday, March 29

#### **DESCRIPTION**

A product, service, or idea, no matter how innovative or valuable, will not be successful without a well-executed sales program. Even the best marketing plans will fail if sellers don't work with customers to solve problems and improve efficiencies. Only those firms whose sales force delivers a clear and coordinated value proposition can expect success in a highly competitive environment saturated with marketing messages, often undifferentiated products, limited purchasing budgets, and low switching costs. Whether working in a Fortune 500 firm or leading a newly founded start-up, competent senior business leaders must understand the sales process for their products and industry and possess the polished selling skills to properly address the interests of their company's many constituencies. Selling principles are used to influence management, negotiate with suppliers, and motivate co-workers.

This course examines the many aspects of the sales function from its strategic competitive importance to the company to the required direct sales skills of the individual salesperson. Major subject areas covered are recruitment and training, organization and focus, territory optimization, evaluation and compensation, customer resource management and sales automation, the selling process, prospecting, call planning, closing the sale, and sales force culture. The impact of the internet that both supports and challenges the traditional role of the sales force will also be examined. Principles and practices which enable individuals just entering the work force will also be covered. This includes networking, interviewing, and (job offer) negotiation.

#### **LEARNING OBJECTIVES**

The main goal of the course is to provide insights into the sales activity and its powerful influence on markets, product development, and customer satisfaction. The course is intended not only for those who see themselves managing salespeople, but also for those who will regularly interface with the sales activity from other functional viewpoints such as marketing, human resources, engineering, finance or general management. This course prepares students for the challenging job of dealing with a professional sales organization by exposing them to knowledge and skill requirements, the partnership process, negotiation, and sales force management. Additionally, this course focuses on honing communication and presentation skills, particularly thinking on one's feet.

The course utilizes lectures, case studies, role playing and guest speakers from industry.

**MATERIALS (text usage and requirements will be explained as part of Lecture #1, Day 1)**

- *Selling: Building Partnerships, 10<sup>th</sup> Edition (Castleberry and Tanner)*

**SCHEDULE: Fall Quarter 2020**

<i>Date</i>	<i>Topic</i>	<i>Assignment</i>
March 29	“Selling & Salespeople”, Lecture #1 <i>(Quiz #1, 10 points --- no prep required)</i>	Chapter 1
March 31	“Legal & Ethical Issues”, Lecture #2	Chapter 2
April 5	“Sales Process: Part 1”, Lecture #3,	Chapter 3
April 7	“Sales Call Process”, Part 2, Lecture #4	Chapter 7
April 12	Sales/Marketing Metrics, Lecture #5	_____
April 14	Lecture #6: Case Study #1: Group “A” Roll Out <i>LIVE ALL (students must be on live)</i>	<b>50 points combined April 14 &amp; 19</b>
April 19	Lecture #7: Case Study #1A: Group “A” Presentations <i>LIVE ALL (students must be on live)</i>	
April 21	<i>No Class on this day</i>	
April 26	<b>Mid Term Exam</b>	<b>400 points</b>
April 28	Sales Force Optimization, Lecture #10	
May 3	Sales Compensation, Lecture #11 <i>Quiz #2 (40 points – on Canvas following Lecture #11)</i>	Chapter 12
May 5	External Speaker	
May 10	Lecture #13: Case Study #2 Group B Roll Out <i>LIVE ALL (students must be on live)</i>	<b>50 points combined May 10 and 12</b>
May 12	Lecture #14: Case Study #2 Group B Presentations <i>LIVE ALL (students must be on live)</i>	
May 17	Negotiation, Lecture #15	

May 19	Sales Recruitment, Lecture #16	
May 24	External Speaker, Lecture #17	
May 26	When Sales Are Flat, Lecture #18	
May 31	Holiday (no class)	—
June 2	Career Management, Lecture #20	Chapter 16
Friday, June 11	<b>Final Exam (430 points)</b> , 12-hour window	Cumulative: Lectures 1-20

**Rady School Research Pool:**

**2% of your grade** is based on participation in two experiments offered by the Rady School Research Participant Pool (Rady Lab). Each experiment will take up to one hour. If new to lab participation, to register for an account and to receive additional information about upcoming lab studies, visit: <http://radyclasscredit.sona-systems.com/Default.aspx?ReturnUrl=%2f> and click "New Participant? Request an account here." When you register, you will be assigned a unique ID – you will need to provide this ID each time you participate in a study.

If you have served as a participant before, you will need to update which classes you are registered for to receive credit. Log in to your account here: <http://radyclasscredit.sona-systems.com/Default.aspx?ReturnUrl=%2f> and go to the "My Profile" page. There is an option near the bottom of the page to "Change Courses."

Questions about lab studies can be directed to [RadyClassCredit@ucsd.edu](mailto:RadyClassCredit@ucsd.edu). Studies will begin during week 2 or 3 of the quarter (*a representative from the Rady Lab will present during one of our initial class sessions*)

**CAPE Evaluation**

**Extra Credit opportunity for completed AND submitted CAPE (Canvas)**

**GRADING**

Your grade is based in the following (1,000 points total). Final letter grade will be based upon the total points score.

Assignments	Percentage
Day 1 Quiz (1%, 10 points) Rady Lab (2%, 20 points)	3% 30 points
Case Study #1 (live sales presentations)	5% 50 points
Case Study #2 (live sales presentations)	5% 50 points
Lecture #11 Quiz	4% 40 points
Mid Term Exam	40% 400 points
Final Exam	43% 430 points
<b>Total</b>	<b>100%, 1,000 points</b>

## **ACADEMIC INTEGRITY**

Integrity of scholarship is essential for an academic community. As members of the Rady School, we pledge ourselves to uphold the highest ethical standards. The University expects that both faculty and students will honor this principle and in so doing protect the validity of University intellectual work. For students, this means that all academic work will be done by the individual to whom it is assigned, without unauthorized aid of any kind.

The complete UCSD Policy on Integrity of Scholarship can be viewed at:  
<https://students.ucsd.edu/academics/academic-integrity/index.html>

## **STUDENTS WITH DISABILITIES**

A student who has a disability or special need and requires an accommodation in order to have equal access to the classroom must register with the Office for Students with Disabilities (OSD). The OSD will determine what accommodations may be made and provide the necessary documentation to present to the faculty member.

The student must present the OSD letter of certification and OSD accommodation recommendation to the appropriate faculty member in order to initiate the request for accommodation in classes, examinations, or other academic program activities. **No accommodations can be implemented retroactively.**

Please visit <http://disabilities.ucsd.edu/about/index.html> for further information or contact the Office for Students with Disabilities at (858) 534-4382 or [osd@ucsd.edu](mailto:osd@ucsd.edu).