

## Module Outline

**Module Code** : MKT4722  
**Module Title** : Personal Selling and Sales Management  
**Semester** : Semester 2, AY 2022/2023  
**Faculty** : Dr Zhu Yuting  
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### COURSE OVERVIEW

We are called upon to sell all the time – whether it is an idea, product, service, point of view, yourself, and many others. Nevertheless, many of us have not systematically studied the *science* of selling. This course offers scientific tools to empower you in selling and personal communication.

Grounded in scientific research, this course will train you to become a more effective seller through *reflected experiences*. Over the semester, you will engage in eight different selling role-play exercises with different classmates and reflect on each of these experiences. In addition, you will learn about how technology (e.g., sales automation tools, IoT tools, etc.) is changing the organization’s sales strategy and management.

### RECOMMENDED READINGS

Reading materials for each session will be posted on Canvas. For students who wish to learn more, the following books are recommended:

- Manning, Gerald L., Ahearne, Michael, and Reece, Barry L. (2021). *Selling Today: Partnering to Create Value (14<sup>th</sup> Edition)*.
- Pink, Daniel H. (2013). *To Sell is Human: The Surprising Truth About Moving Others*.
- Bird, Tom and Cassell, Jeremy (2022). *Brilliant Selling (3<sup>rd</sup> Edition)*.

### GRADING

Attendance & Participation	<b>30%</b>
Video analysis	<b>15%</b>
“Sell Yourself” individual presentation	<b>30%</b>
Post-selling surveys and self-reflection	<b>25%</b>

*All written assignments for this course should use 12-point Times New Roman font, double spaced pages, and 1-inch page margins on all sides.*

➤ **Attendance & Participation (30%)**

Because this course is highly experiential and interactive, punctual attendance to *all* sessions is mandatory. Since role-play partners are typically assigned in advance, your absence will compromise not only your own learning experience, but also others'. Similarly, since role-play exercises often start at the beginning of the class, a late arrival can cause disruption. To record attendance, a QR code will be offered at the beginning of each class. You will be marked late/absent if you do not record your name using the QR link. **Please bring your nameplate to all classes.**

Your classroom participation will be evaluated in terms of the **quality** of your contribution and insights. High-quality participation tends to have the following features:

- Avoid repeating what others have already said
- Build upon others' comments
- Offer a unique but relevant perspective
- Link class concepts to current events or personal experiences
- Draw connections with previously discussed topics

If you believe that you have a validity of absence from class (e.g., medical leave, approved leave of absence (LOA) granted by the School, bereavement, representing the country, NUS or School in competitions and tournaments), please notify me **at least 24 hours before class**. All valid absences should be substantiated with written documentation. For example, if you request for a medical leave, you need to submit your medical certificates to the programme offices. Per NUS policy, personal reasons such as job interviews, vacations, activities or talks organized by the School or other NUS-related organizations (without official LOA), internship, and weddings do not constitute valid absence. Any unannounced absence, late arrival, or early departure will cause a grade penalty.

➤ **Video Analysis (15%)**

The purpose of this exercise is to help you reflect on how you and others sell. You will **record your in-class role-play selling exercises in Session 2 and Session 3**. Using your recorded videos and the class materials, write an analysis report of around 2000 words in which you reflect on the role-play exercises and analyze the behaviors of both yourself and your partner. Please identify the specific time code wherever possible in your analysis and turn in both the analysis report and the videos.

This report should include the following three sections:

1. Selling dynamics, such as:

- Did you and your partner attempt to build rapport and make good social contact in the beginning? How do you (when you assume as seller)/your partner (when you assume as buyer) covert the conversation to selling?
- What kind of questions you/your partner are asked to discover the needs? Which questions you find (both from you and your partner) are good or bad at discovering the needs?
- What emotions – positive or negative – did you/your partner display? Do you/your partner miss any hints from the non-verbal behaviors?

2. Your selling behaviors, such as:

- Is there a noticeable pattern of language or choice of words in your selling?
- Were you surprised by any of your gestures and expressions?
- What would you do differently in the future?

3. Your partner's selling behaviors, such as:

- What did you learn from your partner? (e.g., what to adopt, what to avoid)

➤ **"Sell Yourself" Individual Presentation (30%)**

This exercise helps you develop an effective elevator pitch for your greatest asset – yourself. More generally, it broadens your understanding of the process that salespeople use to sell products and services.

1. Interview someone knowledgeable in your field of interest, a potential employer ideally. Your goal is to discover what criteria matter most to that employer when making hiring decisions and how they measure those criteria.
2. Think about how you meet or fail to meet those criteria and how you would sell yourself.
  - a. Based on your interview with a potential employer develop a list of skills and characteristics that the employer considers important
  - b. Develop a list of your strengths (compared to potential competitive job applicants) based on your personal characteristics, skills, previous job experience etc.

- c. Compare the two lists above and plot them in a matrix with the vertical axis “Importance to employer (Low/High)” and the horizontal axis “Ability to provide vs. competition (Low/High)”. You should be able to list items in the three relevant quadrants of the matrix: “Advantages” (High/High), “Objections” (High/Low), and “Irrelevant Strengths” (Low/High).
3. Based on the matrix and the reading “How to Make Your Case in 30 Seconds or Less”, prepare an approximately 3 minute long sales pitch of yourself targeted to your employer. Your objectives are to attract the employer’s attention, raise his/her interest in your competitive advantages, and make him/her desire to get to know you better. You will present this in class on Session 9 or Session 10 **with one randomly follow-up question** from me or peer students. Also, turn in documents with your name, a brief employer/job description, your interview questions with the interviewee, and your matrix of advantages, objections, and irrelevant strengths.

➤ **Post-Selling Surveys and Self-Reflection (25%)**

After each role-play exercise, you will complete online surveys in class to provide anonymous feedback for your role-play partners. You need to finish the surveys for the selling role-play exercises *within each class*. **Please bring your laptop to all classes.** Around Session 10, you will receive a personalized report of compiled feedback. Using your feedback report and the class materials, write a self-reflection report of around 2000 words in which you analyze your selling behaviors in all role-play exercises and your learnings over the semester.

This report should include discussions on what you did well, what you did not do well, and what you would like to change/do in future realistic selling activities on the following aspects:

1. Establishing good social and business contact
2. Determining or confirming the prospect’s needs
3. Selecting and presenting the “products” effectively
4. Negotiating the resistance and objections effectively
5. Closing the sales effectively

**ROLE-PLAY SELLING EXERCISE GROUND RULES**

- **You must NOT show your confidential role materials to your partner**, even after the exercise is over. We will debrief all exercises together.
- Although you can improvise and try different selling strategies, **you must NOT make up information that materially changes the cases.**
- Avoid any behavior that verges on physical intimidation, sexual harassment, or personal abuse.
- Do not discuss any exercises or outcomes with students who are not taking the class.

### **Academic Honesty & Plagiarism**

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is “the practice of taking someone else’s work or ideas and passing them off as one’s own” (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubt, you should consult your instructor.

### **Additional guidance is available at:**

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

## COURSE SCHEDULE

Week	Topic	Assignment Given	Assignment Due
1	Introduction		
2	Opening and Relationship Strategy	Video analysis	
3	Identifying Needs		
4	Selecting Products		
5	Presenting Products	“Sell Yourself” exercise	Video analysis
6	Negotiating Objections		
	Recess Week		
7	Selling to Organization		
8	Post-Sales Management		
9	Individual Presentation		“Sell Yourself” written documents
10	Individual Presentation	Self-Reflection	
11	Sales Management		
12	AI in Selling and Sales Management		
13	Conclusion		Self-Reflection

## READING LISTS

### Session 1 Date

- Is selling today an art or a science?
- Ending the war between sales and marketing

### Session 2 Date

- How to make a great first impression?
- How to listen when your communication styles don't match?