

Course Outline

Course Code : MKT4722
Course Title : Personal Selling & Sales Management
Semester : Semester 2, AY2023/2024
Faculty : Dr Yuting Zhu
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Overview

We are called upon to sell all the time – whether it is an idea, a product, a service, a point of view, ourselves, or any number of other things. 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 artificial intelligence and machine learning are changing the organisation’s sales strategy and management.

Course Objectives

By the end of this course, you should be able to:

- understand the science behind effective selling.
- improve your skills in selling and personal communication.
- explore the use of AI in sales.

Assessment

| Component | Weightage |
|--|-------------|
| Attendance and Participation | 30% |
| Video Analysis | 15% |
| “Sell Yourself” Individual Presentation | 30% |
| Post-Selling Surveys and Self-Reflection | 25% |
| Total | 100% |

General Guide & Reading

Reading materials for each session will be posted on Canvas. If you 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 (14th edition).
- Pink, Daniel H. (2013). To Sell Is Human: The Surprising Truth About Moving Others.
- Bird, Tom, and Cassell, Jeremy (2022). Brilliant Selling (3rd edition).

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 doubts, you should consult your instructor.

Additional guidance is available at:

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

Schedule and Outline

| Session | Description |
|----------------|-----------------------------------|
| 1 | Introduction |
| 2 | Opening and Relationship Strategy |
| 3 | Identifying Needs |
| 4 | Selling to Organisations |
| 5 | Selecting Products |
| 6 | Presenting Products |
| Recess Week | |
| 7 | Negotiating Objections |
| 8 | Post-Sales Management |
| 9 | Sales Management |
| 10 | NUS Well-Being Day |
| 11 | Individual Presentation |
| 12 | Individual Presentation |
| 13 | AI in Selling and Conclusions |