BF33 Salesmanship Syllabus Page 1

Course: BF33 Salesmanship (WRAC)
Term: Spring 202s
Instructor: [Instructor Name]
Email Address: [Instructor Email]
Cell Phone: [Instructor Cell Phone]
Office Hours: I will respond to your inquiries within 24 hours of receipt.


You are expected to do ALL the assigned readings in textbook.

Synchronous Course Room: Mondays 1:15pm-2:45pm
All Instruction will take place in BlackBoard.

Course Technologies: Word, PowerPoint and familiarity with BlackBoard online and BB App.

Student Black Board Support Email: helpdesk@students.kbcc.cuny.edu (M-F 8am-6pm) By phone: 718.368.6679.

Writing Intensive Course

This course meets the college’s writing intensive graduation requirement. This class is built around the premise that writing is less about what the product is or looks like, but what the process of writing does for the writer. That is, the process helps writers discover ideas in and about texts (generative writing) and make sense of their own thinking as it becomes increasingly more complex and as they move deeper into their course reading (explorative writing). Therefore, much of your learning about the texts for this course will happen during your own writing process, through informal and formal writing assignments.

CUNY Writing Fellows: Because you are enrolled in a writing-intensive course, you have access to the CUNY Writing Fellows in the Center for Academic Writing Success*. These Writing Fellows are a small group of Ph.D. students from the CUNY Graduate Center, here, in part, to support Kingsborough students enrolled in writing-intensive courses by serving as expert readers who also happen to know a good deal about the kind of writing that will be most valued in college-level courses. Their philosophy is that ALL writers need another set of eyes to read their papers—from the most novice writers to professionals. Why? Because reading our own writing as though we are someone else is an extraordinarily difficult feat (one that is never quite achievable), and tutoring allows students to learn how a reader is interpreting their thinking as it is displayed through their writing. Don’t worry if the Writing Fellows are studying something different from you; they can help with any paper in any discipline. So bring drafts of your course papers or assignments, and you can work together to make sure that what you say best represents your thinking.
Go to Inside KCC and the link to Writing Fellows will appear to make appointments NOW. If you have difficulty please reach out to:

**Maudelyne Maxineau**  
Associate Director, Learning and Development  
*Kingsborough Learning Center, KLC, Writing Center*  
*Kingsborough Community College, CUNY*  
*2001 Oriental Boulevard, Brooklyn, NY 11235-2393*  
*Phone: 718.368.4604*  
*Maudelyne.maxineau@kbcc.cuny.edu*

Plagiarism will not be accepted and will result in a “zero” grade for work submitted.  
No late work will be accepted without prior communication. All tests must be submitted by due date indicated.

You will need to create appointments throughout the semester. This is an expectation and requirement for a WRAC course and factors into your grade. Your appointments will reflect in the quality of your work.

**Course Objective:**
To become familiar with and learn the principles of selling with a focus on the role of a shared concept of ethics and how it can impact salesmanship. Consumer needs and desires together with company objectives; contributions of the behavioral sciences to the study of consumer behavior and buying patterns in the pandemic world reality will also be studied.

**Graded Assignments:**
- 4 Discussion Boards (personal reaction + one reaction to post of fellow student) required per Board
- 2 Online Journals
- Iconic Salesperson Presentation
- Mid-Term Exam
- Final Project (Drafts & Revisions)

**Discussion Boards (20 points)**
There will be (4) Discussion Boards during the course of the semester. Each board will offer a prompt in the form of a quote, article or video to which you will offer a reaction. Your response will reflect an understanding of the prompt which will take the form of your agreement, or disagreement and why. Once your initial response is posted you will revisit the Board and react to the post of a fellow student in reaction to your comments. **To gain full credit for each Discussion Board you will need to create an initial post and then respond to a reaction post from a fellow student.** Each post must be a reaction and offer
Reasons for agreement or disagreement. This is meant to augment the textbook readings as well as allow for interaction among students.

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Iconic Entrepreneur Presentation (15 points)
You will each be assigned an iconic sales entrepreneur; each will have earned a place in business history as a successful trailblazer. You will need to research your assigned icon and in your presentation share the following:

- Share where this person began their journey. Were they born to into a successful dynasty or did they have to plot a different path to achieve their dream?
- Did their gender or ethnicity create an easier path or make their journey more challenging?
- What was the spark that lead her/him on? Was it a product or a service? Were they looking to answer a need or create a want?
- What was their initial “pitch” and did they target a specific audience?
- Were there hurdles to overcome? How did they accomplish overcoming them?
- How did they get started? Did they recruit a sales force? Did they offer training?
- Is the brand or company name still relevant today? Has the brand evolved? Has their marketing evolved?
- What would you say is the legacy of this pioneer? How would you apply that legacy in today’s marketplace?

This is an oral presentation. You will send me your PP by Sunday April 3 6PM.

There is no written essay for this presentation. BE PREPARED.

You will be sharing this research online in our scheduled course room on April 4th in our scheduled course room. Please mark your calendar and arrange a work schedule adjustment if needed.

Online Journal (10 points total)
There will be (2) Journal Assignments in BB. For each you will write a reaction to article and share if you agree or disagree. These will not be shared with the class so be as open and honest as you are able. BE CREATIVE and let this be an organic exercise without concern for “correctness”. I am looking for content only and YOUR insights. This is meant to show me you read the article, understood it, and offer your opinion. Your responses should reflect our class conversations your readings, and Discussion Board posts. This is a course on salesmanship, and I want you to become more aware of the impact of our selling behaviors and their impact on the buyer.
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Final Presentation (Training Manual) 25 points includes draft + final revision

The Final Project is one project in two parts: A PowerPoint presentation in class and a written reflection which you will email to me.

The Power Point will be a training guide for employees on the product. The steps are numbered below.

Criteria:
Research “training manual” and find a template which reflects the needs of your product to be best understood in terms of its value to the customer.

Brand History (can be real or fictitious)
1. What is the product?
2. What is the core philosophy of the brand?
3. What is the brand identity in the marketplace? Is it price, quality or innovation?
4. How does this product follow their brand identity to the consumer?

SALES TEAM NEEDS
5. What will your sales team need to know in order to succeed?
6. Create a “bio” for the product to train the sales team-think soundbytes.
7. Be clear about the following:
   - What does your sales team (wholesale or retail) need to know about the brand/product: supply chain, domestic or off-shore production, ethical treatment of employees, sustainability, and product guarantees?
   - How do you translate these categories into talking points to be shared during Sales Presentation? Are they all relevant?
   - How do you plan to empower the sales person to become successful?
   - How will the training reinforce the core values of the company established in points 1 & 2?
6. Offer specific guidelines when salespeople perform the two (2) following tasks:
   - Strategies to locate a buyer prospect? What steps are necessary?
   - Offer specific product knowledge so your salespeople properly represent the product during their sales presentation. Why this product? Why is it special?
   - How would you reinforce the notion of ethics inside and outside the company?
   - Do you offer any incentive programs for your salespeople: contests, commissions, perks?
   - How should they engage with client objections during a presentation? (Keep in mind the Four Steps in Dealing with Objections, Chapter 11)

The training guide will take the form of a Power Point. It will reflect a general understanding of Parts 1-4 which will provide the background information the salesperson will need to know as reference points when creating a presentation. Be sure to reinforce what you have presented as the core values through your PowerPoint Presentation.
The written portion (Parts 5 & 6) of your final essay will be a four page reflection on what you presented in your PP plus offer more insights on THREE of the bullet points mentioned in point 6.

Reflection:

• How did you arrive at your brand or product choice?
• In your research, did you learn anything new about your choice?
• How did you arrive at your three training topics from the five choices in Bullet 6?
• Do you see ethics playing a role in this process? Should ethical behavior direct every activity in training and practice?
• How do you see the future for your brand/product post Pandemic? Do you foresee changes or maintenance?

FINAL PROJECT IMPORTANT DATES  NO LATE WORK ACCEPTED
April 4: Email me the company and product choice for the project
April 12- Email me your first draft of the written portion of the project.
April 25-May 13: Make appointment with Writing Fellow to review your initial draft and then revise
May 23: Email me your revisions AFTER your appointment with a Writing Fellow
June 5: PowerPoints will be emailed to me (Points 1-4)
June 6: PowerPoints presented in class during our scheduled class time. (NO MAKE-UPS)
June 13: Written reflections emailed to me by 6pm or before.

BF33 Salesmanship
Grading Criteria

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Online Class Participation</td>
<td>10</td>
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<tr>
<td>Discussion Board (4 x 5pts ea.)</td>
<td>20</td>
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<tr>
<td>Iconic Sales Person Presentation (Oral Presentation)</td>
<td>15</td>
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<tr>
<td>Online Journal (2x 5pts ea.)</td>
<td>10</td>
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<tr>
<td>Mid-Term Exam</td>
<td>15</td>
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<tr>
<td>Final Project</td>
<td>30 (Includes Writing Fellow Revision +Edit)</td>
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<tr>
<td>TOTAL</td>
<td>100</td>
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Overview of Weekly Course Content

Week 1 March 7: Welcome to BF33 (WRAC) Salesmanship

Week 2 March 14: Chapters 1-2 The Professional Salesperson

Week 3 March 21: Chapter 3: The Psychology of Selling

Week 4 March 28: Chapter 4: Communication is Key

Week 5 April 4: Chapter 5: Iconic Sales Entrepreneur Presentations

Week 6 April 11: Sales Knowledge

SPRING BREAK April 15-April 24

Week Seven April 25: Chapters 8 & 9 The Perfect Pitch & Perfect Sales Presentation

Week Eight May 2: Chapters Share your Perfect Pitch

Week Nine May 9: Chapter 12: The Relationship beings at Closing

Week Ten: May 16: Chapter 13 Follow-up for Customer Retention

Week Eleven: May 23: Chapter 14: Time, Territory & Self-Management: Keys to Success

May 30 College Closed

Week Twelve June 6: Final Project Presentations

Week Thirteen June 13: Last Class

   All Final Project Reflections emailed to me by 6pm.
   No late work will be accepted.