



CINCINNATI
CHRISTIAN UNIVERSITY

BUSN 331 – Professional Selling

School of Business – Cincinnati Christian University

Instructor: Vic Clesceri

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Meeting Times: Online

Meeting Location: Online

Office Hours: 5:30 – 6:30PM, Mondays or by appointment

Course Description:

This course is designed to communicate the principles of skills and practices related to selling in an organizational setting. Students will apply the skills they developed in BUSN 331 in addition to the practices in this course to implement a relational approach to selling.

CCU is committed to providing a Christ-centered, liberal arts education taught with a Christian worldview in students' chosen field of study. This course meets the CCU mission statement by educating men and women to live by Biblical principles within their chosen vocations, allowing Christ-centered character, skills and insights to lead them in organizational change initiatives while simultaneously advancing the Kingdom. CCU students will lead by becoming the change they wish to see in the world by mirroring Christ's leadership in their careers.

Course Learning Outcomes:

After completing this course, the student will be able to:

- Have a general understanding of the selling process [Readings]
- Develop competence in professional selling theory and approaches [Readings, Videos]
- Understand the buying process and develop strategies for account call planning to prepare for a sales dialogue [Readings, Videos, Ride-Along]
- Develop negotiation skills and closing techniques to counter buyer objections [Readings, Videos, Ride-Along]
- Create value in buyer-seller relationships and win-win solutions [Readings, Videos, Ride-Along]
- Learn self-leadership and team building techniques to motivate self and sales teams [Readings, Videos]

Required Textbooks:

📖 Professional Selling: A Trust-Based Approach, 4th Edition

Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, Charles H. Schwegker, Michael R. Williams,

ISBN-13: 9780324538090

Description of Assignments & Grade Breakdown:

1. Discussion Questions (20%)

There are ten (10) discussion questions in the course. Each question is worth ten (10) points. Discussion questions represent twenty percent (20%) of the overall points in the course. Discussion questions will cover the chapter cases found at the end of each chapter. Expectations for discussions questions are as follows:

- a. Review the chapter case.
- b. Provide a critical response to the discussion question(s).
- c. Respond with a minimum of at least two (2) replies to your peers' critical responses.

For each discussion question, students are required to provide a minimum of three (3) responses. The first one is the student's own critical response and the next two (2) are the student's responses to his/her peers' posts. The initial response is due by Wednesday 11:59PM during discussion week. This allows students time to respond to their peers during the balance of the week. The discussion grading rubric is provided below.

Criteria	Level 3 2 points	Level 2 1 point	Level 1 0 points
Timeliness of Response	Posted during assignment period. Initial responses posted by Wednesday 11:30p of discussion week.	Not posted during assignment period.	Not posted.
Provides Substantive Individual Response	Thoroughly addresses question in a way that clearly demonstrates reflection, critical thinking, and analysis of the topic. Stimulates quality classroom discussion on the response.	Adequately addresses the question.	Does not address the question or does not post at all.
Replies to Peer Posts	Substantively replies to two or more participants AND engages in in-depth, multi-post discussions.	Adequately replies to one or two other participants.	Did not reply to other participants.
Overall Score	Level 3 8 – 10 points	Level 2 4 – 7 points	Level 1 0 points

See course schedule for deadlines.

2. Module Papers (20%)

There are four (4) module papers in the course. Each module paper is worth twenty-five (25) points. Module papers will be a review of videos viewed via YouTube. These videos will supplement the content covered within the text each week, with 2-4 videos per module. All videos are sales training videos from Brian Tracy, known as one of the foremost sales trainers in the world. Brian is the Chairman and CEO of Brian Tracy International and is the author of seventy (70) books. https://en.wikipedia.org/wiki/Brian_Tracy

The purpose of these papers is not just to summarize the videos. Students will be responsible for writing a 2 to 4-page paper RECAPING 1) what was learned, 2) how it relates to course content and concludes with 3) the top three (3) insights gained from the experience. Twelve-point font, double-spaced, one-inch margins.

See course schedule for deadlines.

3. Individual Ride-Along Report (20%)

Students will be taking a fieldtrip. Essentially, students will identify, contact and spend one (1) day riding with a professional salesperson. Students will be responsible for writing a 3 to 5-page paper on the day that includes what was learned, how it relates to course content and concludes with the top three (3) insights gained from the experience. This paper represents twenty percent (20%) of the overall points in the course. Students should prepare questions for the ride-along and plan to report on the following (at a minimum):

- a. Who were the salesperson's targeted customers? What prospecting led to these customers?
- b. What were the objectives of the sales calls? How did the salesperson prepare for call planning and execution for these sales calls?
- c. How did the salesperson manage communication within the meeting? How did the salesperson manage buyer objections?
- d. Was the salesperson successful in closing? Why or why not? What went well? What could have been improved?
- e. What were the top three insights gleaned from this workday?

Twelve-point font, double-spaced, one-inch margins.

See course schedule for deadlines.

4. Quizzes (40%)

There are ten (10) quizzes in the course. Each quiz will have twenty (20) questions worth one (1) point each. Quizzes represent twenty percent (40%) of the overall points in the course. All quizzes will be multiple-choice and open notes, but they will also be timed at twenty (20) minutes. Quiz delivery will be via Canvas.

See course schedule for deadlines.

Assessment	#	Point per Assessment	Total	% Total
Discussion Questions	10	10	100	20%
Module Papers	4	25	100	20%
Ride Along	1	100	100	20%
Quizzes	10	20	200	40%
Totals			500	100%

Grading Scale:

<u>Letter Grade</u>	<u>Grade %</u>	<u>Grade Points</u>
A	95 – 100	4.00
A-	92 -94	3.67
B+	89 – 91	3.33
B	86 – 88	3.00
B-	83 – 85	2.67
C+	80 – 82	2.33

C	77 – 79	2.00
C-	74 – 76	1.67
D+	71 – 73	1.33
D	68 – 70	1.00
D-	65 – 67	0.67
F	0 – 64	0.00

What Letter Grades Mean

A – means exceptional work, outstanding or surpassing achievement of course objectives

B – means good work, substantial achievement of course objectives

C – means acceptable work, essential achievement of course objectives.

D – means marginal work, minimal or inadequate achievement of course objectives.

F – means unacceptable work, failure of course objectives

Source: Cincinnati Christian University Catalog, 2019 – 2020, page, 31.

Late Assignments:

It is highly recommended that all assignments be submitted by their deadlines as communicated in this syllabus. If a student is going to miss a deadline, the instructor must be notified via written documentation. A ten percent (10%) penalty for that assignment will be assessed, unless the reason for missing is an excused absence.

Attendance and Academic Integrity:

The attendance policy for this course is consistent with CCU’s requirements for a 3-credit hour class. Since this class meets one time per week, you will receive a grade of FA (failure due to absence) if you are absent for more than two class periods. Likewise, policies regarding academic integrity and the procedures for addressing integrity issues like plagiarism or cheating on an exam in this course reflect the policies and procedures as they are written in the CCU student handbook. The instructor will take attendance on the Sunday at the end of each week. Attendance will be taken based on students completing required discussions questions, quizzes and assignments by the deadline each week. If completion deadlines are met with discussion posts submitted, quizzes taken and assignments uploaded, that will qualify students for attendance.

Disabilities and Special Accommodations:

Students who require academic accommodations due to any documented physical, psychological, or learning disability should request assistance from the Student Services Department within the first two weeks of class. The Student Services Department is located on the upper level of the Presidents Hall. You may also contact the office by phone (513.244.8140).

Tentative Course Schedule:

The following class schedule describes how we will spend our time together this semester. While the schedule may change due to class dynamics and your instructor reserves the right to change this schedule, use the draft to plan your semester activities. Complete the readings before each class period and come prepared to discuss.

Class Dates	Readings	Learning Activities & Assignments
PRE-ASSIGNMENT		
Due before start of class on 8/19	 Readings: <ul style="list-style-type: none"> Text: Chapter 1 	<ul style="list-style-type: none"> Purchase the required text and do the reading Review the syllabus thoroughly Respond to the “Introduction Forum” on Canvas. Introduce yourself and identify your learning goals for the course.
MODULE 1 – PERSONAL SELLING, BUILDING TRUST, UNDERSTANDING BUYERS, COMMUNICATION SKILLS		
8/19 Week 1	 Readings: <ul style="list-style-type: none"> Text: Chapter 1 	<ul style="list-style-type: none"> Watch: Brian Tracy Video, “3 Qualities of Successful Salespeople” https://www.youtube.com/watch?v=OzIqqypoBIO DQ #1: Chapter Case – Specialty Sports, Inc. Quiz #1, Chapter #1
8/26 Week 2	 Readings: <ul style="list-style-type: none"> Text: Chapter 2 	<ul style="list-style-type: none"> Watch Brian Tracy Video, “Succeeding in Sales the Smart Way” https://www.youtube.com/watch?v=Zxe-hgaK-20 DQ #2: Chapter Case – Kelly Meyer’s Dilemma Quiz #2, Chapter #2
9/2 Week 3	 Readings: <ul style="list-style-type: none"> Text: Chapter 3 	<ul style="list-style-type: none"> Watch Brian Tracy Video, “6 Things Sales Professionals Should Never Do” https://www.youtube.com/watch?v=tblmslbnFc DQ #3: Chapter Case – Relationship First, Inc. Quiz #3, Chapter #3
9/9 Week 4	 Readings: <ul style="list-style-type: none"> Text: Chapter 4 	<ul style="list-style-type: none"> Watch Brian Tracy Video, “3 Keys to Build Customer Loyalty” https://www.youtube.com/watch?v=Mdh3ZM3OTpk DQ #4: Chapter Case – Bartlett & Associates Quiz #4, Chapter #4
9/16 Week 5		<ul style="list-style-type: none"> Module #1: Short Paper – Brian Tracy Insights
MODULE 2 – STRATEGIC PROSPECTING, PLANNINGS FOR SALES DIALOGUES		
9/23 Week 6	 Readings: <ul style="list-style-type: none"> Text: Chapter 5 	<ul style="list-style-type: none"> Watch Brian Tracy Video, “How to Overcome your Fear of Rejection” https://www.youtube.com/watch?v=mQMDrSxYXjo DQ #5: Chapter Case – Prospecting Plan Quiz #5, Chapter #5
9/30 Week 7	 Readings: <ul style="list-style-type: none"> Text: Chapter 6 	<ul style="list-style-type: none"> Watch Brian Tracy Video, “Making a Great First Impression” https://www.youtube.com/watch?v=2l8Ekp0oPrs DQ #6: Chapter Case – Nimblefoot Quiz #6, Chapter #6
10/7 Week 8		<ul style="list-style-type: none"> Module #2: Short Paper – Brian Tracy Insights

MODULE 3 – CREATING & COMMUNICATING VALUE, ADDRESSING CONCERNS & EARNING COMMITMENT		
10/14 Week 9	 Readings: <ul style="list-style-type: none"> Text: Chapter 7 	<ul style="list-style-type: none"> Watch Brian Tracy Video, “How to Sell Value vs. Price” https://www.youtube.com/watch?v=eu8dN4n_eV8 DQ #7: Chapter Case – Office Furniture Company Quiz #7, Chapter #7
10/21 Week 10	 Readings: <ul style="list-style-type: none"> Text: Chapter 8 	<ul style="list-style-type: none"> Watch Brian Tracy Video, “Closing the Sale: 9 Common Objections” https://www.youtube.com/watch?v=xaY-YpePuio DQ #8: Chapter Case – Thompson Engineering Quiz #8, Chapter #8
10/28 Week 11		<ul style="list-style-type: none"> Module #3: Short Paper – Brian Tracy Insights
MODULE 4 – STRATEGIC CHANGE INTERVENTIONS		
11/4 Week 12	 Readings: <ul style="list-style-type: none"> Text: Chapter 9 	<ul style="list-style-type: none"> Watch Brian Tracy Video, “8 Undeniable Tips to Keep Customers for Life” https://www.youtube.com/watch?v=IJUzh7INCZg DQ #9: Chapter Case – Naturally Beautiful, Inc. Quiz #9, Chapter #9
11/11 Week 13	 Readings: <ul style="list-style-type: none"> Text: Chapters 10 	<ul style="list-style-type: none"> Watch Brian Tracy Video, “How to Motivate and Inspire Employees” https://www.youtube.com/watch?v=R8TzmG-Pr40 DQ #10: Universal Control Corporation Quiz #10, Chapter #10
11/18 Week 14		<ul style="list-style-type: none"> Module #4: Short Paper – Brian Tracy Insights
WRAP-UP & CLOSE, FINAL EXAM		
11/25 Week 15		<ul style="list-style-type: none"> Review all material in the course to integrate into ride along report as needed
12/2 Week 16		<ul style="list-style-type: none"> Ride-Along Report Due