



**BUS 405.4 *Special Topics in Business Administration* (3)  
Developing and Leading High Performance Sales Teams  
Fall 2009**

**Class Schedule:**

Mondays: 6:30PM – 9:30 PM

Class Location: TBD

**Instructor Information**

Rod Miller, BSc, BA, MBA, F.CIM

Office: Off Site

Office Phone:

Email Address:

**Course Description:**

The course has three primary objectives.

1. To understand the sales process and the role of sales within the corporate environment
2. To establish a framework for developing and leading high performing sales teams
3. To continue building on the student's Christian foundation of Leadership and prepare them for leading others in a corporate setting

**Required Textbook and Cases:**

*Textbook:*

Chron, W., DeCarlo T., *Dalrymple's Sales Management: Concepts and Cases 9<sup>th</sup> Edition* 5<sup>th</sup> Wiley & Sons, 2009.

*Cases:*

TBD

The textbook is available in the bookstore, but the cases are not. Instructions will be provided in class on where and when to buy the cases.

**Evaluation Methods:**

Section Quizzes (15% x 2)	30%
Group Case Assignments (10% x 3)	30%

Final Exam/Project	30%
Class Participation	10%

### **Grading Scale:**

The available letters for course grades are as follows:

<u>% Grade</u>	<u>Letter Grade</u>	<u>Description</u>
95% to 100%	A+	
90% to 94%	A	Excellent
85% to 89%	A-	
80% to 84%	B+	
76% to 79%	B	Good
72% to 75%	B-	
68% to 71%	C+	
64% to 67%	C	Satisfactory
60% to 63%	C-	
55% to 59%	D+	
50% to 54%	D	Minimal Pass
0% to 49%	F	Failure

### **Quizzes:**

The quizzes will be done in class on the following dates and will follow the Sections of the Course as outlined below:

Section I – The Selling Process and Intro to Sales Management – October 5th

Section II – Building High Performance Teams – November 16th

Each quiz will consist of multiple choice and short answer questions. The purpose the quizzes are to assess the student’s knowledge on the specific sections.

### **Group Case Assignments:**

The objective of the group case assignments is to ensure the knowledge gained is applied to a practical sales leadership situation. Each student will be assigned to a case group for the duration of the course. The Group case assignments consist of two parts; A written report on a case with a presentation to the class. The reports are expected to be well written, thoughtful and free of grammatical errors and no more than 2 or 3 pages. Outlines will be provided to provide guidance. Each student is expected to participate in both the case write up and the presentation.

The due dates for the case write-ups are as follows:

- September 28            Microsoft Case Analysis
- October 19              Hiring and Interviewing
- December 7             Student Led Topic

It is expected that the students will present the cases from a “Consultative

Perspective". Presentations should be no more than 15 minutes long with an additional 5 minutes for Q&A from the class.

**Final Exam:**

The final exam will consist of multiple choice, short answer and long answer questions. Duration is to be determined. The exam will cover all aspects of the course and will assess the student's knowledge on the core topics presented as well as the student's ability to synthesize concepts taught within the course.

**Class Participation and Student Interaction:**

As Senior Students class participation is expected and valued in this course. It is expected that students will be prepared to contribute from readings assigned and from experience gained within the student's professional interactions. The diversity of the student population in the course is of high value. It is expected that all students will show other students respect in the discussions and be inclusive in their approach.

**Laptop Use Policy:**

Because of the distractions caused by web surfing, email, and instant messaging during class time, the use of laptops in class is generally not permitted in this course.

**Other Information:**

It is the responsibility of all students to become familiar with and adhere to the academic policies as stated in the current Student Handbook and Academic Calendar. In particular, students are to note academic regulation #34 - Academic Dishonesty.

## Course Schedule:

Date	Section	Topics	Notes & Resources
Sept 14	Selling and the Sales Process	Intro to Selling and Sales Management	Module 1
Sept 21		Strategy and Sales Program Planning	Module 2
Sept 28		Group Presentations Collaboration and Ethical Dilemmas in Selling	Group Assignment #1 Due Microsoft Case Study
Oct 5	Building Teams	Sales Force Organization Territory Design	Quiz Section I Module 6
Oct 19		Group Presentations Hiring and Recruiting	Group Assignment #2 Due Interviewing Module 7
Oct 26		Motivation/Retention and the Role of Training	Module 8 Module 9
Nov 2		Developing Compensation Plans	Module 12
Nov 9		Group Presentations Assessing Performance/Underperformance	Group Assignment #3 Due Performance Management
Nov 16	The Leader as Coach	Ethical Leadership	Quiz Section II
Nov 23		Leading Teams – Challenges and Solutions	Case Discussion
Nov 30		Investing in your Leadership: The Importance of Personal Development	Case Discussion
Dec 7		Student Lead Topic Group Presentation	Case Discussion
Dec 14		Wrap Up and Final Exam	

