

KU-Journalism 611 Sales Strategies

Spring Semester 2018

Room 204 Mondays 2:30-5:00pm

Instructor: Michael Vrabac
Office Hours: Monday 12:30-2:30pm, 5-5:30pm or by appointment
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Author Daniel Pink, in his book “To Sell is Human,” suggests that almost everyone, in some form, is “persuading, convincing and influencing others” in their jobs. Sales strategy plays a crucial role in business growth and the use of new technology to sell products and services is becoming more complex. Therefore the ability of talented people, who can provide smart business solutions by connecting the value of their business to the needs of customers, will be in demand and that means jobs and great careers.

The development of sales strategies takes a lot of hard work but it can be fun and financially rewarding. Sales will always require business development, management of customer relations and expectations, closing, negotiation, overcoming objections, providing value and creating a plan and then working it. These are just some of the skills you will learn.

This class will expose you to the importance of communication and business skills and owning a great attitude. It will open doors to exciting careers and introduce you to a wide variety of business professionals especially since it involves experiential learning.

Tell me and I will forget. Teach me and I will remember. Involve me and I will learn. *Ben Franklin*

Monday January 22, Week 1

It all starts with Attitude

First Impressions-video: 90 seconds

“To Sell is Human” video-discussion

Assignment: Build your brand

Review expectations, syllabus, media experience, grading & policies, distribute books

Take away

Monday January 29, Week 2

Harvey Mackay, Anthony Iannarino, discussion
*Listening Skills: We should listen to learn, not to reply
*Setting an Appointment
Assign book presentation days
Takeaway

Monday February 5, Week 3

Harvey Mackay, Anthony Iannarino, discussion
*Asking the right Questions
*Presentation Skills
Assignment: Develop Questions for Business Partner
Takeaway

Monday February 12, Week 4

Harvey Mackay, Anthony Iannarino, discussion
Guest –Randy Jackson-President VO Outdoor
*Presentation skills
Takeaway
Quiz #1

Monday February 19, Week 5

Harvey Mackay, Anthony Iannarino, discussion
*Building Relationships
Assignment: Build your network
2x Book Review Presentation
Takeaway

Monday February 26, Week 6

Harvey Mackay, Anthony Iannarino, discussion
*Creativity-Ideas Sell
2x Book Review Presentations
Takeaway

Monday March 5, Week 7

Harvey Mackay, Anthony Iannarino, discussion
*The Pipeline, Business Development
Guest – Austin Barone, Just Play Sports
1x Book Review Presentation
How am I doing survey?
Takeaway

Monday March 12, Week 8

Harvey Mackay, Anthony Iannarino, discussion
*Customer Service
1x Book Review Presentations
Takeaway
Quiz #2

Monday March 19, Week 9
Spring Break-No class

Monday March 26, Week 10

Harvey Mackay, Anthony Iannarino, discussion
*Closing the sale
Guest- Michelle Harris-Rev Sales Teams
1x Book Review Presentation
Takeaway

Monday April 2, Week 11

Harvey Mackay, Anthony Iannarino, discussion
Guest- Lisa McLendon, Coordinator, Bremner Editing Center
*Prioritizing/Planning/Time management
*Writing Skills
Assignment: Plan your week, day
1x Book Review Presentation
Takeaway

Monday April 9, Week 12

Harvey Mackay, Anthony Iannarino, discussion
*Handling Objections
* Leadership
Assignment: Case Study & Role Play
1x Book Review Presentation
Takeaway
Quiz #3

Monday April 16, Week 13

Harvey Mackay, Anthony Iannarino, discussion
*Negotiations
1x Book Review Presentation
Takeaway

Monday April 23, Week 14

Harvey Mackay, Anthony Iannarino, discussion
Business Partner Presentations
Panel Discussion
Takeaway

Monday April 30, Week 15

Harvey Mackay, Anthony Iannarino, discussion
*Business-the numbers and attention to detail
Takeaway

Week May 7-11

Final Quiz #4

* Denotes Topic for Class discussion

Grading

Book presentations	15
Media assignment and presentation	23
Quizzes (4x)	52, 13 ea.
Attendance	5
Assignments 5X	5, 1 ea.
	100

A 94-100, A-90-93, B+ 86-89, B 83-85, B-80-82, C+ 76-79, C 73-75, C-70-72, D+66-69, D 63-65, D- 60-62, F-Below 60

Policies

Textbook

There is no assigned textbook, however you will be asked to read a business/sales related book and follow up with a presentation to the class. Please use a PowerPoint or Prezi presentation using the presentation skills reviewed in class. Presentation time 79 minutes, your grade will be based on the "Rubric for Book Review," see attached.

Preparation is important so make sure you've practiced to keep your presentation within the allotted time. For each minute over 10 minutes there will be 1 point deducted from your grade.

It's also important that the entire class is listening and watching the presentation, which means all electronic equipment is closed. Books are provided for each student at no charge if they are returned in good condition. If the student would like to retain the book they will pay Mr. Vrabac the current "Amazon Price" of the book. If the book is lost or returned in poor condition the student will also pay the "Amazon Price" of the book.

Dress for your book presentation is business casual.

Digital Publications

Each week you will be required to read the E-Newsletter of Harvey Mackay and Anthony Iannarino and be prepared to discuss in class. You can sign up for the weekly e-notifications or go directly to their websites at www.harveymackay.com "This Week's Column" and Anthony's www.thesalesblog.com The columns are published every Thursday and Sunday respectively.

Business Partners- Each of you will pair with a class member and spend a morning or afternoon with an assigned business listed below. You can submit your top 2 preferences from the various companies by Friday January 27th however I reserve the right to make the final assignments based the number of requests on even distribution.

- Newspaper, Tony Berg, President & Publisher, Kansas City Star
- Research & Marketing, Sarah Sampson, Director Client Insights, Service Management Group
- Advertising Agency, Trozzolo Communications Group, Josh Brewster Account Vice President
- Sports Marketing- Jayhawk IMG Sports, Marc Tuttle, General Manager
- Digital Marketing- DEG Jeff Eden, Principal

Once you have completed your visit you will develop a presentation about the business, its unique value proposition and sales/development process and present to the class. Your grade will be based on the "Rubric for Business Partner Presentation." Dress for both the meeting with the business partner and for the class presentation is business casual.

Quiz- There will be four quizzes throughout the semester. Questions will be from material covered in class.

Attendance-is required, similar to a business environment. If for some reason you are not able to attend you can secure the material covered from your presentation "partner." No different than in business, prompt attendance is a class requirement. Unexcused absences will affect your grade.

Your attitude and engagement will play an important role in this class and eventually in your professional success. It is critical the way you approach your peers and customers.

Electronic devices- new communication technology has an important role in sales strategy. In this class we will be showcasing and using different devices for the purpose of information exchange however personal use is not acceptable except for emergencies. Please refrain from using these devices for personal use or you will be asked to “check them at the door.”

I will not offer “make up” work for missed tests and assignments.

Policy on Plagiarism and Fabrication/Falsification -- Adopted May 7, 2004:

In this class, and in all journalism classes, honesty and integrity are critical. Any work you do must be original and reflect your own ideas, thoughts, and research. In a work setting, if you choose to violate professional standards, you will be fired. In this class, if you choose to violate the standards for academic integrity, you’ll fail the course, and you may be expelled from or denied admission to the School of Journalism.

Here is the journalism school’s official policy statement:

“The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence.

“In this course, the penalty for plagiarism, fabrication or falsification is a failing grade for the semester. Additional penalties can include expulsion from the School of Journalism. If you have questions about what constitutes plagiarism, fabrication or falsification, please consult the professor of this course.”

The KU University Senate defines plagiarism as “knowingly presenting the work of another as one’s own (i.e., without proper acknowledgment of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.” The University defines fabrication and falsification as “Unauthorized alteration or invention of any information or citation in an academic exercise.”

Here’s some clarification:

- If you use or attempt to use any unauthorized materials during a test, or if you give any unauthorized materials to someone else during a test, this is cheating. Unauthorized materials include written materials, such as notes. Unauthorized materials include any forms of nonverbal communication (one cough, the answer is A; two coughs, the answer is B, etc.).

- Plagiarism is stealing. You take someone else's ideas, thoughts, or words, and you present them as your own original work. This includes taking ideas from written sources, such as books, as well as materials on the Internet. Cutting and pasting materials from the Internet and presenting that work as if it was your own is plagiarism. There may be times when you want to incorporate another person's ideas, opinions, and words into the papers you write, to make a point or to provide background. If you do, it is essential that you attribute that information—that you explain where the information came from and give credit where credit is due. "Recycling" past interviews or research from previous J101 students and presenting it as your own falls into the category of plagiarism.
- Fabrication and falsification mean that you made it up. This can include making up an entire interview or embellishing a fact, quote, or statistic to make it sound better. Don't do it.

We will discuss these issues further in class. If you have any questions, contact the professors or teaching assistants.

Original work

The expectation when you come to this class is that you've come to learn, to be creative, to stretch your imagination, and expand your skills. Therefore, all the work you do in this class must be original. That means no "recycling" of assignments or papers from other classes, in the j-school or outside the j-school. Don't recycle old high school assignments. Don't recycle research papers, news stories, marketing plans, etc. If you wrote a news story on Jayhawk alums who served in Afghanistan for a class last semester, you can't revise that slightly and resubmit it as a new assignment. If you conducted a research study on how companies respond to crisis, you can't modify that and submit it to your professors.

I assume the work you do for this class is original to this class. Any efforts to recycle material will be regarded as academic dishonesty.

Student Access Services

The Academic Achievement and Access Center (AAAC) coordinates academic accommodations and services for all eligible KU students with disabilities. If you have a disability for which you wish to request accommodations and have not contacted the AAAC, please do so as soon as possible. They are located in 22 Strong Hall and can be reached at 785-864-4064 (V/TTY). Information about their services can be found at <http://www.disability.ku.edu>. Please contact me privately in regard to your needs in this course.

Journalism School Policy on Classroom Attendance:

"No student may add a journalism class after the 20th day of a semester.

"Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent.

"The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting."

"The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to the office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid.

"Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid."

Diversity

In this class, it is important that you feel comfortable expressing ideas and opinions. I welcome and encourage you to share differing perspectives and diverse experiences and to be respectful of others whose viewpoints and experiences may not be the same as your own.

Inclement Weather

In the event of inclement weather, the decision to cancel classes is made by KU officials. To determine whether snow or icy conditions have canceled classes, call 8647669 (864-SNOW).

Copying or Recording of Classroom Lectures

Course materials prepared by the instructor, as well as content of all lectures presented by the instructor, are the instructor's property. Video and audio recording of lectures without instructor consent is prohibited. On request, the instructor usually will permit students to audio tape lectures, on the condition that these audio tapes are only used as a study aid by the individual making the recording. Unless the instructor gives explicit permission, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.

