

KU-Journalism 611 Sales Strategies

Spring Semester 2019

Room 204 Mondays 2:30-5:00pm

Instructor: Michael Vrabac
Office Hours: Monday 12:30-2:30pm, 5-5:30pm or by appointment
Office Location: Room 204
Email: mvrabac@ku.edu
Cell: 918-812-2120

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 variety of business professionals through experiential learning.

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

Monday January 28, Week 1

It all starts with Attitude

First Impressions-video: 90 seconds

“To Sell is Human” video-discussion

“The 5 Second Rule” video-discussion

Assignment: Build your brand

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

Takeaway

Monday February 4, 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 11, Week 3

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

Monday February 18, Week 4

Harvey Mackay, Anthony Iannarino, discussion
*Presentation skills
Takeaway
Quiz #1

Monday February 25, Week 5

Harvey Mackay, Anthony Iannarino, discussion
Guest: Mike Cukyne Kansas City Chiefs, Vice President Media, Content, Digital Studios, Social Media
*Building Relationships
Assignment: Build your network
1x Book Review Presentation
Takeaway

Monday March 4, Week 6

Harvey Mackay, Anthony Iannarino, discussion
*Creativity-Ideas Sell
Case Study, University Daily Kansan
2x Book Review Presentations
"How am I doing" survey
Takeaway

Monday March 11, Week 9

Spring Break-No class

Monday March 18, Week 7

Harvey Mackay, Anthony Iannarino, discussion

*Customer Service

Guest – Brian Allers, Senior Vice President, Business Development TVB

1x Book Review Presentation

Takeaway

Monday March 25, Week 8

Harvey Mackay, Anthony Iannarino, discussion

Business Development, Building a Pipeline

2x Book Review Presentations

Takeaway

Quiz #2

Monday April 1, Week 10

Harvey Mackay, Anthony Iannarino, discussion

*Closing the sale

Guest-Kristin Akin, Senior Account Director, KORTX

1x Book Review Presentation

Takeaway

Monday April 8, 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 15, Week 12

Harvey Mackay, Anthony Iannarino, discussion

*Handling Objections

Case Study, KU Athletics

Assignment: Case Study & Role Play

2x Book Review Presentation

Takeaway

Quiz #3

Monday April 22, Week 13

Harvey Mackay, Anthony Iannarino, discussion
 *Negotiations
 3x Book Review Presentation
 Takeaway

Monday April 29, Week 14

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

Monday May 6, Week 15

Harvey Mackay, Anthony Iannarino, discussion
 *Business-the numbers and attention to detail
 *Leadership
 2x Book Reviews
 Takeaway

Week May 13-17

Final Quiz #4

* Denotes Topic for Class discussion

Grading

Book presentations	15
Media assignment and presentation	23
Quizzes (4x)	48, 12 ea.
Attendance	4
Assignments 5X	10, 2 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 book review presentation to the class. Please use a PowerPoint or Prezi presentation using the presentation skills reviewed in class.

Presentation time 7-9 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 9 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 February 1, 2019, however I reserve the right to make the final assignments.

Newspaper	Tony Berg, President & Publisher, Kansas City Star
Research & Marketing	Sarah Sampson, Director Client Insights, Service Management Group
Advertising Agency	Phyllis Stevens, Bernstein-Rein Advertising
Sports Marketing	Jason Booker, Senior Director Corporate Partnerships and Broadcast Sales, Kansas City Royals
Digital Marketing	Jeff Eden, Principal, DEG
Radio	Kristen Apple, Local Sales Manager Steel City Media, Mix 93.3, KC102.1, Q104, KFKF
Public Relations	Kelly Cooper, Vice President, Parris Communications

Once you have completed your visit you will develop a presentation about the business, its unique value proposition and the sales/development process. All of the presentations are scheduled on April 29, 2019 in 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. There will be professionals in attendance for the presentations with a roundtable discussion at the conclusion.

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 unable 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.

Communication technology plays 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.

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.

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.

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 864-7669 (864-SNOW).

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.

Financial Aid Policy

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 that 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.

Misconduct

You are bound by the university rules on academic misconduct. If you have any questions about what constitutes cheating, please ask BEFORE your endeavor.

Policy on Plagiarism and Fabrication/Falsification

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence. Penalties for plagiarism, fabrication or falsification can include a failing grade for the course and expulsion from the School of Journalism and Mass Communications. If you have any questions about what constitutes plagiarism, fabrication or falsification, please consult the professor of the course.

The following definitions are from Article II, Section 6, of the University Senate Rules and Regulations, revised FY98.

Plagiarism: Knowingly presenting the work of another as one's own (i.e., without proper acknowledgement of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.

Fabrication and Falsification: Unauthorized alteration or invention of any information or citation in an academic exercise.

Students with Special Needs

The Office of Disability Resources (DR), 22 Strong Hall, 785-864-2620 (V/TTY) , coordinates accommodations and services for KU students with disabilities. If you have a disability for which you may request accommodation in KU classes and have not contacted DR, please do so as soon as possible. Please also contact me privately in regard to this course.

Copying or Recording

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 record lectures, on the condition that these recordings 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.