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MMC5406: Selling Today

Summer 2018

3 CREDIT HOURS

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## INSTRUCTOR

**Kevin VanValkenburgh**

**Email: [kvanvalkenburgh@jou.ufl.edu](mailto:kvanvalkenburgh@jou.ufl.edu)**

**Phone number: (404)-451-2802**

### Contact

I am always easiest to reach via email. I can also be reached and will be active in the class discussion board weekly.

### Office Hours

I will be glad to schedule an appointment with you if you wish. These appointments should be requested with at least 48 hours notice so I can arrange availability.

### Instructor Bio

I am a 20+ year executive level advertising and marketing professional and currently The Chief Connections Office for The Tombras Group, a highly awarded and one of the fastest growing independent ad agencies in the country. Since coming to Tombras over 3 and a half years ago we have tripled in size and the media department I was hired to evolve has gone from 12 to over 60 people.

I graduated from Full Sail University as Salutatorian with a Masters Degree in Internet Marketing with a 3.94 GPA and the Advanced Achievement Award, the highest award given by the school.

I have extensive experience in branding, strategy, content development, social media, connections planning, audience development, lead gen, micro segmentation, analytics, PR, CRM, AI and most other current marketing buzzwords of the day.

I have a keen understanding of the role of both traditional and digital in customer acquisition, retention and path to purchase with the ability to make it accountable and profitable to specific measurable KPI's.

I create marketing strategies and campaigns that drive measurable results for brands you know. My campaigns have been featured in national marketing trade publications like AdWeek, AdAge, Digiday and more. I have also been featured in articles in these pubs about digital marketing, Programmatic, Amazon, AI and more.

#### COURSE WEBSITE & LOGIN

Your course is in Canvas (UF e-Learning). Go to <http://elearning.ufl.edu/>. Click the orange “Log in to e-Learning” button. Login with your GatorLink account. Your course may appear on your Dashboard. If it is not on the dashboard, the course will be in the Courses menu on the left navigation. Click on “All Courses” on this menu. After clicking “All Courses”, you have the option to put the course on your dashboard by clicking on the star to the left of the course’s name.

Contact UF Helpdesk <http://helpdesk.ufl.edu/> (352) 392-HELP (4357) if you have any trouble with accessing your course.

#### Zoom

Provide instructions on how Zoom will be used for this course. You can use Zoom for recording lectures or live lectures, and you can hold office hours over Zoom.

### THIS COURSE

#### Course Layout

Each week, you will be assigned lectures to watch, readings, and assignments. These tasks can be found on each weekly module. This course is designed to give you an overview of the skills used by sellers of all types. We will address everything from cold calls to presentations, sales strategies and outcomes to body language.

We will close each lecture with a guest appearance from a professional seller who will give you a unique piece of advice that will become the focus of our weekly discussion.

#### Description

Nothing in the world today is done without selling. Selling is an important skill in all aspects of marketing, from B2B and B2C through brand marketing, online, offline and 1-1. This course will introduce you to the skills and strategies to start a career as a successful seller with a media vendor or in your ad agency by taking you from your first contact to a fully developed pitch for a current tech vendor in the digital space.

#### Objectives

By the end of this course, students will be able to understand:

- What is a USP and how do I use it?
- How do I find and qualify a lead?
- What is an elevator pitch and how and when do I use it?
- How do I connect with the buyer?
- What are the different strategies/outcomes in selling and when do I use them?
- They said yes or no. Now what?
- How to handle objections.
- Are there different ways to close sales and which one is right for me?

- What are the keys to making a great presentation?
- How do I put it all together so I can make a full sales presentation?

## Course Deliverables

You will have a variety of assignments in many different forms from video to written, PowerPoint to discussion and even a live presentation for your final project.

## COURSE EXPECTATIONS

Each week will feature a key pillar of the sales process and assignments built to help you activate this pillar in a project that will showcase your understanding. It is important, especially because sales/marketing is a deadline driven world that all items are completed fully and on time. It is also important that you demonstrate your combined learnings from the lecture, the discussion and the assignments in your assigned videos projects and your final live presentation. Little things like your personality, body language and professional and personal communications styles in projects are all part of the grading process.

There will be no late work accepted for full credit. Grading deductions for late submissions will follow University policy.

Your participation in weekly discussion is required and there are two separate parts required for the weekly post. These are designed to give you the chance to professionally communicate your thoughts and work on your persuasion. If you are asked a question, you will need to respond to gain full marks. Your initial post on the weekly topic will be due at 11:59pm on Wednesday and you two additional posts in response to others as well as question answers from your instructor or others is due by Sunday at 11:59pm

## Attendance

This is a 12-week course with a defined set of objectives for each module. It is advised that you stay within the calendar construct of the class design as learnings from each week are included in the next weeks' framework.

Though we do not have a weekly live meeting time in this class structure, I will be answering questions you have throughout the week. The best way to get those to me is in email. I will be looking at the discussions and adding questions randomly based on the discussions. Make sure you are going back in before Sunday night to make sure you do not have unanswered questions.

## Interactions

Your best way to interact is initially through email. I can make myself available for limited live conversations or screen shares if necessary.

## Accountability

Remember that in the professional world, deadlines and respect matter. All of your communications need to be respectful of the thoughts of others. This is not limited to just the

discussion boards but encompassing of all communication in the class. If you are not on time with your work, there will be deductions.

### Ownership Education

As graduate students, you are not passive participants in this course. All students in this Program have a background in marketing, advertising, public relations, journalism, or similar fields. This class allows you to not only take ownership of your educational experience but to also provide your expertise and knowledge in helping your fellow classmates. The Canvas shell will have an open Q&A thread where you should pose questions to your classmates when you have a question as it relates to an assignment or an issue that has come up at work. Your classmates along with your instructor will be able to respond to these questions and provide feedback and help. This also allows everyone to gain the same knowledge in one location rather than the instructor responding back to just one student which limits the rest of the class from gaining this knowledge.

### REQUIRED TEXT

There is no required text book, but weekly modules do have required readings.

### PREREQUISITE KNOWLEDGE & SKILLS

There are no prerequisite knowledge or skills needed.

### TEACHING PHILOSOPHY

My teaching philosophy is similar to what an art or design instructor would take for this course. There are key things that you need to know and you need to prove that you know them. Then once you have mastered the key tenants, you can make them your own and I will allow you to showcase your personal style and presentation skills as long as they are still in the lens of professional business communication and conduct.

### COURSE POLICIES

#### Attendance Policy

Because this is an online asynchronously delivered course, attendance in the form of calling roll will not occur; however, students are expected to sign onto the course site regularly including Sundays for discussion.

The attendance policy is consistent with UF's policy, found at <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

#### Late Work & Makeup Policy

In the real world, if you miss a deadline you lose your opportunity. Deadlines are critical to this class. All work is due on or before the due date. Extensions for deadlines will only be for

preapproved emergencies. Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions. With this in mind there will be penalties for late work: Unless excused, work submitted within 24 hours after the due date will automatically be deducted by 30%. No work will be accepted past 24 hours after the due date.

**Issues with uploading work for a grade is not an excuse.** If a student is having technical difficulties with Canvas, there are other means to submit completed work. Student may email .zip files or even links to Dropbox folders to Instructor via UF email. Students should compensate for technical difficulties by not waiting until the last minute to submit work.

**Suggested technical issue policy:** Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up. Contact UF helpdesk (352) 392-HELP.

**Emergency and extenuating circumstances policy:** Students who face emergencies, such as a major personal medical issue, a death in the family, serious illness of a family member, or other situations beyond their control should notify their instructors immediately. Students are also advised to contact the Dean of Students Office if they would like more information on the medical withdrawal or drop process: <https://www.dso.ufl.edu/care/medical-withdrawal-process/> .

**Students MUST inform their academic advisor before dropping a course**, whether for medical or non-medical reasons. Your advisor will assist with notifying professors and go over options for how to proceed with their classes. Email your academic advisor and put “dropping a course” in the subject line. Your academic advisor will reply with the necessary procedures. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalogue at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

## Coursework Submissions

In general, most coursework should be submitted through Canvas. For any coursework submitted outside of Canvas, list that here. **The following is an example:**

- Assignments In Canvas
- Discussions In Canvas
- Final Presentation Live Screen Share

## Deadlines

This class, like others, involves many deadlines. Here is a reminder. The new lecture starts on Mondays: **The following is an example:**

- Discussion Initial Post 11:59pm Wednesday
- Weekly Assignment(s) 11:59pm Sunday
- Final Presentation Must be Scheduled with Instructor

## Grading

Your work will be evaluated according to the following total by module:

- Week 1 – What is a USP? (Video and Essay) – 10 Points
- Week 2 – Prospecting and Qualify (Essay) – 10 Points
- Week 3 – Cold Calls and Elevator Pitch (Essay and Video) – 5 Points
- Week 4 – Sales Strategies (Essay) – 5 Points
- Week 5 – Presentation Basics (Video) 5 Points
- Week 6 – Closing (Essay) – 5 Points
- Week 7 – Handling Objections (Video) – 10 Points
- Week 8 --The Presentation – (PowerPoint) 10 Points
- Week 9 - Service After the Sale (Essay) 5 Points
- Week 12 - Final Sales Presentation (PowerPoint and Live Meeting) – 25 Points

Weekly Discussion is worth 10 points total. 1 Point Per Week. Both a weekly post and two responses to other student posts are required. In addition, I may ask you a question that you are also required to answer. It will be important if you want full credit that you participate weekly and on time for both parts of these weekly assignments.

**Grading Scale is Shown Below and Grades will not be rounded.**

Your final grade will be rewarded as follows.

A	100%	to	93.5%
A-	< 93.5%	to	89.5%
B+	< 89.5%	to	86.5%
B	< 86.5%	to	83.5%
B-	< 83.5%	to	79.5%
C+	< 79.5%	to	76.5%
C	< 76.5%	to	73.5%
C-	< 73.5%	to	69.5%
D+	< 69.5%	to	66.5%
D	< 66.5%	to	63.5%
D-	< 63.5%	to	59.5%
F	< 59.5%	to	0%

## UNIVERSITY POLICIES

### University Policy on Accommodating Students with Disabilities

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking

the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations. Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

### Netiquette: Communication Courtesy

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

### Class Demeanor

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

My role as instructor is to identify critical issues related to the course, direct you and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

### Other Resources

Other are available at <http://www.distance.ufl.edu/> getting-help for:

- Counseling and Wellness resources
  - <http://www.counseling.ufl.edu/cwc/> 352-392-1575
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please contact your program director and/or student support coordinator at [distancesupport@jou.ufl.edu](mailto:distancesupport@jou.ufl.edu) or visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

### Course Evaluation

*Students in this class are participating in a new course evaluation system called GatorEvals. The new evaluation system is designed to be more informative to instructors so that teaching effectiveness is enhanced and to be more seamlessly linked to UF's Canvas e-learning management system. Students can complete their evaluations through the email they receive from GatorEvals, or in their Canvas course menu under GatorEvals.*



## University Policy on Academic Misconduct

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>

The University of Florida Honor Code was voted on and passed by the Student Body in the fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code. The Honor Code: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."  
For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

## Academic Honesty

All graduate students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

**Plagiarism:** Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

**Cheating:** Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

**Misrepresenting Research Data:** The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason any intentional misrepresentation of data, or misrepresentation of the conditions or



circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

**Any violation of the above stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded.**

Students are expected to adhere to the University of Florida Code of Conduct

<https://www.dso.ufl.edu/%20sccr/process/student-conduct-honor-code>

If you have additional questions, please refer to the Online Graduate Program Student Handbook you received when you were admitted into the Program.

## COURSE & ASSIGNMENT DETAILS

### Weekly Lectures

There will be a weekly recorded lecture that will introduce skills or further research needed for the module assignments.

Although it is possible to watch the pre-recorded video lectures at any time and at any pace, keeping up with the videos week to week according to the schedule will be easier as many build off the other along with the weekly readings.

### **Week 1 – What is a USP? (Video, Essay & Discussion) – 11 Points Total**

Read this: [article](#)

Then read this [article](#)

### **Product USP Video (5 points)**

To be effective in sales, one of the first skills you need is to understand the idea of the unique selling proposition. Being able to identify something in a product that coincides with a need on the part of the buyer and then effectively communicate that to a prospect. This is one of the first ways you can eliminate or lessen objections on the part of the buyer.

Find any product of your choice. Either use the products actual USP or create your own for it. Then create a video no less than 55 seconds and no longer than a minute that clearly identifies what the USP is and why that matters to the person you are selling to. Record yourself with your face fully in view and Remember to include some of the key learnings from this first module on effective communication, eye contact and body posture in a selling situation.

Hint: Try not to write a script and read your response. In sales you are always going to have real contact with real people. Rehearse, rehearse and rehearse some more and make your presentation a conversation instead of a script read.

**Rubric:**

***For maximum points you will need to effectively communicate the USP of your product in your video within the minimum and maximum time requirements. Show your effective communication skills in terms of eye contact, body posture, professional look and be mindful of verbal communication issues avoiding words like; um, like or other as these are also being accounted for.***

**Essay on Your Product USP and Comparison to Competitive Products (5 Points)**

Research competitive products (at least 2) and compare and contrast their USP's to the one you created or the actual one from your product. This essay should be no more than 200 words and no less than 190.

***Rubric: This essay requires professional writing. Spelling and grammar errors will cause deductions. Please source your competitive information. It is okay if you created a USP for your product. It is also okay to use an existing one. Finally, your comparison requires critical thinking and should properly show your understanding of the USP of multiple competitive products in the same product category.***

**Week 1 Discussion (1 Point)**

Initial Submission

Responses (2) and all questions

**Week 2 – Prospecting and Qualify (Essay and Discussion) – 11 Points Total**

You are a brand new seller for a startup company in the tech space with a hot new vendor partner in the premium video space. Your product that will help ad agencies or brands better target core audiences for clients on your platform. Your USP is your unique and proprietary use of 1<sup>st</sup> and 3<sup>rd</sup> party data to create look-a-like models based on customer segmentation and includes a demand side platform that can reach these targets across multiple video channels in real time.

Research and identify 5 real advertising/marketing companies (agencies or brands) in your local market that would benefit from your platform. Write a 140-150 word description of each company and why there is a match between their USP and yours stated above.

Also research and identify 2 additional ones that are not a fit for your tech and write a short paragraph no more than 50 words on why these are not strong leads for your new company.

If you are confused at this point, please click the links below to see the types of companies I am referencing.

[MiQ](#)

[SambaTV](#)

[Drawbridge](#)

Keys for success:

1: Find agencies or brands that are digitally or data focused or you have seen advertise in your local market.

2: Research any technology or industry terms/acronyms you are not familiar with so you know your USP is a match.

3: Be concise in your writing but clearly demonstrate the connection between your new platform and real agencies were brands.

***Rubric: Clear and demonstrated understanding of why there is a match between your 5 prospects and your tech as well as professional writing style with each response being in range of word limits is key to full credit. Also, clear demonstrated understanding of non-match prospects near the word limit is necessary for full marks.***

## **Week 2 Discussion (1 Point)**

Initial Submission

Responses (2) and all questions

## **Week 3 – Cold Calls and Elevator Pitch (Essay and Video) – 6 Total Points**

### **Cold Call Script: (2.5 Points)**

This week we are going to start to make this real. [Read this](#) for reference first.

Last week we created a list of good prospects for your new tech company and this week it is time to reach out for the first time. In this assignment you will write a cold call script for the phone or email designed to get an in person meeting. This will feature your USP(s) and features and benefits that make your product a match for your leads. This script should be no more than 150 words and not less than 140.

Remember your goal is to get a face to face meeting so you need to include that request in your script.

***Rubric: For full marks the written script needs to be professionally written, focused on the match between USP's and ask for the meeting.***

### **Elevator Pitch Video (2.5 Points)**

[Read this](#) first.

Then [read this](#)

You are looking for your first job as a sales person and you just happen to run into a senior manager of the tech company from week 2 you used to vet leads at a local marketing event. You have 30 seconds of his attention as you ride the elevator down to the parking lot after the event.

Create a 30 second video to sell yourself with the goal to get an in person job interview. Follow the tips from the second reading and bring in your strengths from the first in 30 seconds only. Sell your personal strengths, passion for the business, listening ability, empathy but don't go over 30 seconds or under 28.

Remember, if you want an in person interview you need to provide contact information and ask for it to get it.

**Rubric:** *Demonstrate and effectively communicate your personal strengths in this video while keeping learnings from week 1 and communication skills within the allotted time frame for full marks. Make sure you ask for the meeting and provide contact information.*

### **Week 3 Discussion (1 Point)**

Initial Submission

Responses (2) and all questions

### **Week 4 – Three Types of Sales (Essay) – 6 Total Points**

Read these thought starters.

[Win/Win](#)

[Win/Lose](#)

[Lose/Lose](#)

Your tech company is a good solution for most but you are running into a wall getting a client to sign up. Your targeted company won't just give you the sale. You have to find a way earn it.

Create two scenarios to sell your technology company from week 2 to your prospect using the win/win, and lose/lose strategies. Write a 195-200-word description of your strategy for each.

Then write an additional 195-200-word strategy to get the deal by sacrificing to a Lose/Win scenario that will at least help you develop a relationship that you could grow over time.

**Rubric:** *Demonstrate a clear understanding of win/win and lose/lose strategies by creating a written scenario for each along with developing a scenario where you will lose as a company but have a chance to win in the long run by getting a relationship started with a company within the posted length limits. Full marks for professional writing, demonstrated understanding of topic and being in posted on time.*

## **Week 4 Discussion (1 Point)**

Initial Submission

Responses (2) and all questions

## **Week 5 – Final Presentation Basics (Video) 6 Total Points**

You only get one chance to make first impression. Your final project will be a full presentation via live video with an accompanying PowerPoint Presentation.

This week you will research and identify 5 companies you would like to represent in the media tech space for your final project. For each you will identify all key USP's.

You will present these 5 companies in a 3-4-minute video. Your goal is to sell yourself as a prospect to the companies demonstrating a clear understanding of what each of them do while making a positive first impression as a potential seller.

At the end of the video you will declare your choice for your full sales presentation for your final project with a brief overview of why you feel a connection to this company.

***Rubric: Did you effectively understand and demonstrate the USP's of the 5 companies you targeted and the 2 you ruled out? Did you sell yourself as a potential employee? For full marks you will need to declare a choice at the end and accomplish all elements within the stated time range.***

## **Week 5 Discussion (1 Point)**

Initial Submission

Responses (2) and all questions

## **Week 6 – Closing (Discovery Questions, Essay) – 6 Total Points**

### **Discovery Questions (2.5 Points)**

If you have not seen the movie Glengarry Glen Ross or The Wolf of Wall Street the first part of this assignment is to watch the two clips below. (Note: There is adult language in both that some may find offensive). If you are offended by content of this type you can skip this part of the assignment.

Both the clips above showcase the dark side of what selling used to be, high pressure, threatening sales meetings and the glorification of a perform or be gone mentality. Having said that closing is still one of the most important part of successful selling.

Before you start this assignment [read this](#)

The first step to closing is to know the steps in the process of making a sale. This week's assignment focuses on steps 1 and 2 of the five-part process.

Write out 10 strategic questions for the Discovery Stage designed to introduce your declared final project technology/platform and get confirmation of prospects interest based on their needs. These should be conversation starters that leads the discussion forward towards closing

In addition, write a short reason for asking each question and what the hopeful outcome would be to get the close.

***Rubric: Do your questions invite conversation on the part of the client and do they accomplish the goal of The Approach. Does your rationale for asking show the understanding of why it should be asked and what the outcome should be?***

### **Essay (2.5 Points)**

Research and write an essay on positive and negative buying signs. This essay will be focused on important things you can identify in your prospects behavior while making your initial presentation that will give you an opportunity to close the deal without going through all 5 steps or change your presentation style or content to gain the first closing step.

Minimum length 300-325 total words.

Make sure you site all sources.

***Rubric: Demonstrate a clear understanding of different buying signs both positive and negative with thoughts on how you should handle them in a sales presentation.***

### **Week 6 Discussion (1 Point)**

Initial Submission

Responses (2) and all questions

### **Week 7 – Handling Objections (Video) – 11 Points**

Handling objections properly using the 4-point system allows you to close in small segments to get to the ultimate goal of a final sale. It is a critical component as you can lose an entire deal if you can't overcome a base objection and gain agreement to move forward.

[Read this.](#)

Then [Read this.](#)

This week's assignment is to use a friend to play the role of a prospect. Create a video where you are selling your friend a pen. Your friend is in the market for a pen but it is up to you whether they buy yours or your competitors. You need to pre close and ask questions to establish the need. You need to identify the USP's and present them. You need to ask questions about the need state. Your friend may not buy on the first steps. Use the 4 steps to handling objections to reframe the conversation, clarify the objection, try to understand the real objection, acknowledge it, respond to it and close the sale. This video should be no shorter than 3 minutes and no longer than 3:25.

Use both links to prepare for anything that you friend may throw at you. Your goal is to get the sale.

***Rubric: To qualify for full marks you must demonstrate the ability to navigate all 4 steps in the process. You should calmly and confidently handle any objections your friend/client may throw at you. You should provide the link with the common objectives to them in advance and have them pick 3-4 to interject in the course of your presentation. At the end you need to ask for the sale and get it.***

### **Week 7 Discussion (1 Point)**

Initial Submission

Responses (2) and all questions

### **Week 8 – The Presentation – (PowerPoint) 11 Total Points**

The PowerPoint deck is a visual presentation is a tool that allows the sales person to give valuable leave behind information and guide the structure of a sales call. This presentation can, if done correctly offer numerous opportunities to close a prospect.

First: [Read This](#).

Your assignment this week is to create a sales presentation in PowerPoint for your **pen**. This presentation is the foundation for your talking points in a face-to-face presentation. Use the 4 C's to Capture interest, connect with the buyer (USP's), Content that engages and showcases additional features and benefits, and finally a strong closing reason to buy. Use the best practices for creating an effective Powerpoint presentation from the link above. This presentation should be no less than 12 slides and no more than 15.

Remember that you need to have enough bullet pointed text to act as a leave behind so that a prospect can refer to it at a later time and still understand each section. Remember this is a visual presentation that is designed to guide your talking points. You should not be reading every word on your slides. The art of the presentation is delivering both.

***Rubric: For full marks you need to have all 4 elements of an effective presentation and a strong close offer. You need to have a visually pleasing design and not rely heavily on text. Though an actual presentation of this material is not required for***



***this assignment, I should be able to hear your voice/personality in what you choose to have in your slides. You need your presentation to guide the prospect through the steps of the process we have previously discussed. Also, needs to be free of spelling or grammatical errors.***

### **Week 8 Discussion (1 Point)**

Initial Submission

Responses (2) and all questions

### **Week 9 - Service After the Sale (Essay) 6 Total Points**

Anyone can get a sale. It takes a pro to develop a relationship with the client. Service after the sale and being a resource for industry updates are as important as the sale itself, especially if you hope to get repeat business.

Congratulations, you just got your sale. That is the good news. Your job as a seller is not done yet though.

For this assignment you will research a new development in marketing technology and create a point of view on how this would affect your new client's business. It could be from the company you are going to present in your final project or you could find another one that interests you. You will be writing an email where you will be checking in with your client and presenting something new about your final project company or something new in the industry that you find interesting in the hope of sparking further communication to deepen your relationship.

You will need to write at least 300 words but no more than 325 on this tech. This is also an opportunity to deepen your relationship so remember to thank them for their business and take the opportunity to update any pending next steps in your deal.

### **Week 9 Discussion (1 Point)**

Initial Submission

Responses (2) and all questions

### **Week 10 – Final Sales Presentation**

This project is due in week 12. It will bring together all the elements you have learned in this class. The student will create a final presentation that will include a full PowerPoint on their marcom tech company chosen in week 5. This presentation should be no less than 20 slides and no more than 25.

This comprehensive project will be presented live via screen share with video overlay as if live 1-1 and fully encompass all learning in the class.

You will be provided a request for information that you will use to build your presentation based on specific needs for one of my actual clients.

You should plan on the presentation taking anywhere from 20-30 minutes. You will schedule a time from a list that will be provided and expected to be on time.

### **Week 10 Discussion (1 Point)**

Initial Submission

Responses (2) and all questions

### **Week 11 Q&A about Final Project (no points)**

This is your chance to ask me anything about your final project. Take the opportunity to pick my brain about where you think you are going. Also make sure you use the time provided to your advantage. This project is a large part of your grade. If you try to do this last minute it will show.

### **Week 12: Live Presentation of your Final Project (25 Total Points)**

You will set up a time for a screen share with me via Zoom and present to me as if I were a potential client. This will include you and your PowerPoint on screen.

***Rubric: For Full Marks you must demonstrate and use the skills and tactics learned in class from each of the weekly modules to create and deliver a compelling sales presentation. You need to close and handle objections. I will be picking things in your presentation to object to and you will need to overcome them. You need to ask for sale. You need to be mindful of body language and ice breaking tactics. You need to dress for success and supply the final PowerPoint free of spelling and grammar mistakes using best practices for a presentation. You will also have to set up an appointment for your screen share and be on time.***



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## COURSE SCHEDULE

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### WEEKLY MODULE DATES

**Modules will run Monday to Sunday.**

Week 1 Jan 7 - 13

Week 2 Jan 14 - 20

Week 3 Jan 21 - 27

Week 4 Jan 28- Feb 3

Week 5 Feb 4 - 10

Week 6 Feb 11 - 17

Week 7 Feb 18 - 24

Week 8 Feb 25 – Mar 3

Week 9 Mar 4- 10

Week 10 Mar 10 - 17

Week 11 Mar 18 -24

Week 12 Mar 25-31

### Course Introduction & Syllabus

- [Course Introduction Video](#)
- [Syllabus introduction Video](#)

Assignment	Due Date	# of Points
USP Video	1/13 @ 11:59p	5
Essay USP	1/13 @ 11:59p	5
Week 1 Discussion Post	1/9 @ 11:59p	.5
Week 1 Questions/Responses	1/13 @ 11:59p	.5
Week 2 Cold Call Script	1/20 @ 11:59p	5
Week 2 Elevator Pitch Video	1/20 @ 11:59p	5
Week 2 Discussion Post	1/16 @ 11:59p	.5
Week 2 Questions/Responses	1/20 @ 11:59p	.5
Week 3 Cold Call Script	1/27 @ 11:59p	2.5
Week 3 Elevator Pitch Video	1/27 @ 11:50p	2.5

Week 3 Discussion Post	1/30 @ 11:59p	.5
Week 3 Questions/Responses	1/27 @ 11:59p	.5
Week 4 Sales Types Essay	2/3 @ 11:59p	5
Week 4 Discussion Post	1/30 @ 11:59p	.5
Week 4 Questions/Responses	2/3@11:59p	.5
Week 5 Final Presentation Declaration Video	2/10 @ 11:59p	5
Week 5 Discussion Post	2/6 @ 11:59p	.5
Week 5 Questions/Responses	2/10 @ 11:59p	.5
Week 6 Discovery Questions	2/17 @ 11:59p	2.5
Week 6 Buy Signs Essay	2/17 @ 11:59p	2.5
Week 6 Discussion Post	2/13 @ 11:59p	.5
Week 6 Questions/Responses	2/17 @ 11:59p	.5
Week 7 Objections Video	2/24 @ 11:59p	10
Week 7 Discussion Post	2/20 @ 11:59p	.5
Week 7 Questions/Responses	2/24 @ 11:59p	.5
Week 8 PowerPoint Presentation	3/3 @ 11:59p	10
Week 8 Discussion Post	2/27 @ 11:59p	.5
Week 8 Questions/Responses	3/3 @ 11:59p	.5
Week 9 Sales Follow Up Essay	3/10 @ 11:59p	5
Week 9 Discussion Post	3/6 @ 11:59p	.5
Week 9 Questions/Responses	3/10 @ 11:59p	.5
Week 10 Discussion Post	3/13 @ 11:59p	.5
Week 10 Questions/Responses	3/17 @ 11:59p	.5
Week 12 Final Live Presentation	4/7 @ 11:59p	25

Syllabus Page in Canvas: <https://ufl.instructure.com/courses/352174/assignments/syllabus>