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Office Hours: Weimer #2093  
Tuesday 10am-12:30pm or by appt.

This is an online course located via UF e-Learning at https://lss.at.ufl.edu/  
When opening the link, click on e-Learning in Canvas and login using your UF Gatorlink username and password to have access to the course.

Course Description:

Selling, in its simplest terms, is the process of persuading a person that your product or service is of greater value to him or her than the price you are asking for it. As an ad salesperson, you will have the opportunity to persuade and influence your prospects to purchase advertising space from you. Your potential customers may have heard just about every sales pitch and, in addition, are as well informed as you are in terms of advertising, if not more. It is then your task as a salesperson to turn prospects into customers by building relationships based on keen product knowledge, emotional intelligence, ethics, listening and trust. Generating new accounts and maintaining existing clients involves developing and making winning sales presentations.

Thus, the purpose of this online course is to introduce students to selling advertising as a possible career opportunity.

Course Objectives:

This course consists of three parts:

Part I: Introduces the attitudes, attributes, skills and tools required to be successful in selling advertising. In addition, we will focus on the importance of ethics, attitude, listening, the “AESKOPP” system of selling and learning Emotional Intelligence (EI).

Part 2: We will examine the various types of media where advertising space is purchased: television, radio, magazines, newspaper and the Internet. In addition, we will take a look at the financial aspects attributed to selling: paperwork (sales proposals and travel and expense reports), rate calculations and understanding the basics of financial reports.

Part 3: Focuses on the structure and framework to prepare an effective and winning sales presentation to prospects and existing clients by: prospecting, problem solving, generating solutions, negotiating, closing, creating value and addressing objections.

Each part is intended to provide the core components of advertising sales: 1) Developing the mindset for building long-term relationships with prospects and clients: positive attitude, being ethical and
the importance of Emotional Intelligence (EI). 2) Understanding the importance of knowing your product having an “informational edge” over your competitors regarding “disruptive” changes and megatrends in advertising, media and technology. 3) Learning how to prospect potential clients, presenting and closing the sale by developing and delivering a professional, persuasive and closing winning presentation.

**Required Text:**


**Optional Text:**

Amid the thousands of books written on sales I have selected two that I believe will help you when it comes to selling and making effective and persuasive presentations. These books are not required. (You can purchase both books online on Amazon or eBay for no more than ten dollars each).

1. Stanley, Colleen (2013), *Emotional Intelligence For Sales Success*, AMACOM

**Course Schedule**

Modules will open on Monday of each week and end on Sunday of the following week at 11:59pm. This schedule may vary during weeks during holidays and breaks. Please review the semester schedule on a regular basis, as it may be subject to changes.

Students will be notified of any scheduling adjustments via Canvas Announcement posts and by Canvas email if necessary.

**Weekly module assignments (group discussions, individual assignments) are due on Sunday at 11:59 PM unless otherwise specified.**

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**Grading**

- Group Discussions (9) 90 points
- Quizzes (3) 75 points
- Activities (6) 60 points
- Mid-Term Contact Name Info 10 points
- Mid-Term Interview 7-10 Questions 10 points
- Mid-Term Interview Assignment 80 points
- Final Group Sales Presentation 175 points
- **Total 500 points**

**Grading Scale**

- A 465-500 points
- A- 445-464 points
- B+ 415-444 points
- B 400-414 points
- B- 385-399 points
- C+ 375-384 points
- C 355-374 points
- D+ 341-354 points
- D 326-340 points
- F 0-325 points
**Discussion Boards:**
The purpose of the nine discussion boards is to get you to interact with your group members by sharing ideas and insights based on videos, real world sales situations, concepts from Warner’s text and news articles. Each student will need to make one original peer response (5 points) by the end of each Thursday required. In addition to your peer response, you will also have to provide three peer feedback responses (5 points) that are due by the end of the day each Sunday (11:59pm) when the module closes. (Any original posts made **after** the end of the day each Thursday will result in a 2.5-point reduction from your score and posts received after the module closes will not be accepted).

**Individual Assignments:**
The six individual assignments will be based on various topics based on Warner’s text as well as articles and sales scenarios. Each assignment is worth 10 points.

**Midterm Interview Paper:**
The Midterm assignment is worth a total of 100 points and is broken down into three parts.

*Why three parts?*

Interviews need to be set-up in advance to prepare you and the interviewee for the question and answer exchange to be successful and insightful. Typically, interviews not scheduled and questions not prepared in advance increases the risk lead to poor interviews or cancellations by the interviewee.

Therefore the purpose of this assignment is to go out and interview someone who has a knowledge of sales to gain a real world understanding to get a perspective as to what it takes for sales reps, managers, executives, etc to be successful.

The first part will require finding the person you are going to interview. (10 points)

The second part is to develop 7 to 10 questions in advance for the interview that will help you understand the daily tasks, responsibilities of the person and can also pertain to questions about what characteristics and attributes they look for in dealing with quality and successful salespersons. Note you may be asked by the interviewee to send them in the questions in advance so they can prepare their responses. (10 points)

The last part is the 400-500 word paper you will write based on the responses you received during your interview as well as indicate if you learned anything new about sales.

**Quizzes:**
There will be three ten question multiple choice quizzes based on questions from the textbook and lectures. Each quiz is worth 25 points (10 questions at 2.5pts each).

**Final Sales Presentations:**
Similar to discussion boards, you will be assigned to a group of up to five members. The detailed framework structure and tips to make a winning sales presentation can be located in an attachment located in Module 1. (175 points)

**IT Resources**
If you are having technical issues please contact the Helpdesk for assistance at helpdesk@ufl.edu.
Policies for Late Work and Exams: There will be no make-up assignments without proof of excused absence. All assignments are expected to be turned in on the due date. If problems arise, let me know immediately via email, particularly if those problems might potentially hamper your class performance and submitting you assignments and discussion board posts after the module due dates. Expect that late work will not be accepted.

Support for Students with Challenges: Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation. Each of us is likely to face challenges that may adversely affect our class performance. I am willing to help. However, I can only help if you notify me before your performance is affected. Expect requests received for help after your performance has been negatively affected to be denied.

Academic Honesty Guidelines: The academic community of students and faculty at the University of Florida strives to develop, sustain and protect an environment of honesty, trust and respect. Students are expected to pursue knowledge with integrity. Exhibiting honesty in academic pursuits and reporting violations of the Academic Honesty Guidelines will encourage others to act with integrity. Violations of the Academic Honesty Guidelines shall result in judicial action and a student being subject to the sanctions in paragraph XI of the Student Conduct Code. The conduct set forth hereinafter constitutes a violation of the Academic Honesty Guidelines (University of Florida Rule 6C1-4.017). You can review UF’s academic honesty guidelines in detail at: http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php or contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

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."