

KU-Journalism 611 Sales Strategies

Spring Semester 2020

Room 303 Mondays 2:30-5:00pm

Instructor: Michael Vrabac
Office Hours: Monday 1:30-2:30pm, 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 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.

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

What you can expect to learn:

This class will expose you to the importance of communication and business skills in the sales process, and the positive effects of owning a great attitude. It will open doors to exciting careers and introduce you to a variety of business professionals. The learning experiences will help provide a better understanding of sales skills that will make you a more valuable employee no matter what career you decide to pursue.

Communication Skills include: Listening, asking questions, presenting, critical thinking, writing and developing and maintaining relationships.

Business Skills include: Customer service, closing, handling objections, creativity in sales, negotiating, managing a sales pipeline, goal setting, time management, business development, accounting and leadership.

Attitudinal Traits: The importance and influence a positive attitude plays in your success will be a consistent theme throughout the semester. You will learn how traits

such as passion, trust, empathy, grit, persuasion and persistence, to name a few, will play an important role in your career and personal success.

What do I expect?

Show up and be on time
Engage and participate
Be respectful
Be open to opportunity
Be curious
Enjoy and understand the process

Course Format

As you know this is a 2.5 hour class. I treat the class as a “workshop environment” and as you note below it’s focused on a different topic each week. There will be a lecture element that includes a formal presentation, discussion, videos, exercises, case studies, guest speakers and you’ll be reviewing sales related books. There will also be assignments throughout the semester that will assist the learning experience. My intention is to keep the class moving with a diversity of learning instruments. You’ll also be asked to travel to a business in the Kansas City/Lawrence area to learn firsthand the importance of having sales skills in a professional environment.

Monday January 27, Week 1

It all starts with Attitude
First Impressions-video
“To Sell is Human” video-discussion
Assignment: Build your brand
Review expectations, syllabus, media experience, grading & policies, distribute books
Takeaway

Monday February 3, Week 2

Harvey Mackay, discussion
*Listening Skills: We should listen to learn, not to reply
Case Study #1 Listening
*Setting an Appointment
Review book assignment presentation days
Takeaway

Monday February 10, Week 3

Harvey Mackay, discussion

*Asking the right questions

Assignment: Develop Questions for Business Partner

Takeaway

Monday February 17, Week 4

Harvey Mackay, discussion

*Presentation skills

Takeaway

Quiz #1

Monday February 24, Week 5

Harvey Mackay, discussion

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

*Building Relationships

Assignment: Build your network

2x Book Review Presentations

Takeaway

Monday March 2, Week 6

Harvey Mackay, discussion

*Customer Service

Case Study #2 Customer Service

Guest

3x Book Review Presentations

“How am I doing” survey

Takeaway

Monday March 9, Week 7

Spring Break-No class

Monday March 16, Week 8

Harvey Mackay, discussion

Guest

*Creativity-Ideas

Case Study #3 Ideas Sell

2x Book Review Presentations

Takeaway

Monday March 23, Week 9

Harvey Mackay, discussion
*Prioritizing/Planning/Time management
*Business Development, Building a Pipeline
2x Book Review Presentations
Assignment: Plan your week and day
Takeaway
Quiz #2

Monday March 30, Week 10

Harvey Mackay, discussion
*Handling Objections
Case Study #4 Be Prepared,
Tim Daher, Senior Client Partner, Oracle
2x Book Review Presentations
Takeaway

Monday April 6, Week 11

Harvey Mackay, discussion
Guest- Lisa McLendon, Coordinator, Bremner Editing Center
*Writing Skills
2x Book Review Presentations
Takeaway

Monday April 13, Week 12

Harvey Mackay, discussion
*Negotiations
3x Book Review Presentations
Takeaway
Quiz #3

Monday April 20, Week 13

Harvey Mackay, discussion
*Closing the sale
Case Study #5 When to close
3x Book Review Presentations
Takeaway

Monday April 27, Week 14

Harvey Mackay, discussion
Business Partner Presentations
Panel Discussion with professionals
Takeaway

Monday May 4, Week 15

Harvey Mackay, discussion
*Business by the numbers, understanding the relationship between data, technology and sales.
*Leadership
2x Book Reviews
Takeaway

Week May 11-15 Week 16

Final Quiz #4

* Denotes Topic for Class discussion

Grading

	Represents % of Total Grade
Book presentations	15
Media assignment and presentation	23
Quizzes (4x)	48, 12 ea.
Attendance	4
Assignments 5X	10, 2 ea.
Total	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, Adobe or a Prezi presentation using the presentation skills reviewed in class during week 4. Presentation time 6-8 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. You can sign up for the weekly e-notifications or go directly to his website at www.harveymackay.com. The column is published each Thursday.

Business Partners

Each student will pair with a classmate and visit one of the businesses listed below and yes there is a sales component involved in each of the businesses. Each of the persons you meet are respected, experienced executives and some are alumni. You can submit your top 2 preferences from the various companies listed below by Friday January 31, 2020, however I reserve the right to make the final assignments. 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 27, 2020 in class. Your grade will be based on the "Rubric for Business Partner Presentation." Dress for the business partner meeting and the class presentation is business casual. There will be professionals in attendance for the presentations with a roundtable discussion following

Newspaper	Lawrence Journal World, Allison Wilson Tait, Director Of Digital Marketing & Sales
Cable	Spectrum Reach Jamie Hurt, Director of Sales
Research & Marketing	Service Management Group, Sarah Sampson, Director Client Insights
Advertising Agency	Intouch Solutions, Scott Weidner, Project Manager
Sports Marketing	Kansas City Chiefs, Tyler Epp, Executive Vice President of Business Operations

Broadcast Television	FOX4 Kansas City, Sean Walleck, Director of Sales
Public Relations	Parris Communications, Kelly Cooper, Vice President
Non-Profit	United Way, Mike Goff, Chief Marketing and Philanthropy & Kaki Conti, Senior Vice President, Development
Event Marketing	Power & Light District, Laurie Olsen, Private Events Director

Tests There will be four quizzes throughout the semester with approximately 20 questions on each quiz. Questions will be True/False, Multiple Choice, Fill in the Blank and will be derived from material covered in class, content presented by guest speakers and assigned readings. There will be no need for the use of electronic equipment unless approved for specific calculations.

Attendance There are only 15 classes so attendance is required. If for some reason you cannot attend a class please send me an email no later than the morning of the class and you can secure the material covered from your “presentation” partner or another classmate. Unexcused absences will affect your grade. 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. Students who must leave class early, for a legitimate reason, should request special permission prior to class.

Engagement 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.

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.

Gun policy

Individuals who choose to carry concealed handguns are solely responsible to do so in a safe and secure manner in strict conformity with state and federal laws and KU weapons policy. Safety measures outlined in the KU weapons policy specify that a concealed handgun:

- Must be under the constant control of the carrier; *page 11/12*
- Must be out of view, concealed either on the body of the carrier, or backpack, purse, or bag that remains under the carrier's custody and control;
- Must be in a holster that covers the trigger area and secures any external hammer in an un-cocked position;
- Must have the safety on, and have no round in the chamber.

Tests and guns

Instructors are allowed by Kansas Board of Regents policy, to require backpacks, purses and other bags be placed in an area not directly next to students during exams, and as such those items will not be under the constant control of the individual. Students who choose to carry a concealed handgun in a purse, backpack, or bag must review and plan each day accordingly, and are responsible for making alternate arrangements as necessary. The university does not provide appropriate secured storage for concealed handguns.

Individuals who violate the KU weapons policy may be asked to leave campus with the weapon and may face disciplinary action under the appropriate university code of conduct.

Emergencies

The Office of the Vice Provost for Student Success coordinates the University response to campus and individual student emergencies. The Office of the Vice Provost is also the contact when students are involved in a serious incident away from the Lawrence campus. The Office will offer information, counseling, and support to students, their families and others affected by the incident.

To report an extended illness or accident that keeps a student away from class, contact the **Academic Achievement and Access Center** at (785) 864-4064, www.achievement.ku.edu

Content “recycling”

The expectation in 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 your previous interviews, assignments, stories or work from other classes. The Journalism School regards any efforts to recycle material as academic dishonesty.

Some other information to know

Watkins Health Center. KU wants to be healthy while you’re here. You can visit Watkins for confidential preventive care or treatment—everything from prescription medicines, to flu shots, to broken bones. Here’s the website:

[http://studenthealth.ku.edu/](http://studenthealth.ku.edu) Here’s the phone number: 785- 864-9500. Here’s the email: health@ku.edu

KU Counseling and Psychological Services (CAPS). CAPS provides confidential counseling services to help you stay mentally health here at school. Here’s the website: <https://caps.ku.edu/> Here’s the phone number: 785-864-2277.

KU Financial Aid and Scholarships. Here’s the website: <http://affordability.ku.edu/> Here’s the phone: 785-864-4700. Here’s the email: financialaid@ku.edu

Food banks. The Campus Cupboard, operated by the Center for Community Outreach, can help if you need food. You can find the organization on Facebook. Here’s the website: <http://www.cco.ku.edu/campus-cupboard-2/> Here’s the email: cco@ku.edu.

Here’s the phone: (785) 864-4073.

Phones, laptops, tablets

There is no objection to electronic study aids, and some students are better typists than hand-writers. But doing puzzles, messing around on Facebook, texting or reading the newspaper in class is unprofessional. So is sleeping, particularly if you snore. Anybody

doing any of the above in class will be given one warning and then asked to leave class for the day. If you feel you really cannot get off Instagram or stop texting or shopping for the entire class period, please consider another class.