

BA4720 – PROFESSIONAL SELLING

Monday 14:40 – 17:30 / G107

|                     |                                                                                                             |
|---------------------|-------------------------------------------------------------------------------------------------------------|
| Instructor:         | Can Cansu                                                                                                   |
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| E-mail:             | <a href="mailto:cancansu@metu.edu.tr">cancansu@metu.edu.tr</a>                                              |
| Office Hours:       | 15 min. before and after the class or by appointment                                                        |
| Course Web Page:    | Link to ODTUClass Course Page                                                                               |
| Course Description: |                                                                                                             |

*“Nothing happens in business until somebody sells something.” ~Thomas J. Watson, IBM*

Selling is important, for your career and for your social life – you are called to sell every day. This course is designed to be a hands-on introduction to selling, how to sell and sales management. The course presents sales principles and skills required from today's professional salesperson, with emphasis from FMCG to B2B selling environments. Examines different and real approaches to a variety of sales management challenges from real life. Discusses the contributions of personal selling and sales management to the marketing process with focus on the strategic use of the sales force. It is designed to teach students the importance of the selling role, provide them with basic professional selling skills and begin to prepare them for a future role in sales or sales management.

At the end of the day; whether or not you ever have a career as a sales professional, *you will be expected to sell something, even (at least) yourself in a job interview.*

**Course Student Learning Objectives: (CSLO)**

*Upon successful completion of this course, students should be able to:*

**Course Specific Skills:**

1. Understand the role of selling and sales function in marketing mix
2. Demonstrate the skills necessary to design and give a professional sales presentation
3. Practice value proposition development for sales and business life
4. Practice each step of the selling process through role-play and in-class exercises
5. Define and discuss each component of the selling process
6. Demonstrate ability to manage objections and close sales ethically.
7. Develop skills in customer relationship management and negotiation.

**Discipline Specific Skills:**

8. Improve your communication skills: verbal, written and listening
9. Further develop problem solving skills
10. Apply communication and persuasion techniques in sales contexts

**Personal and Key Skills:**

11. Enhance your ability to work in teams
12. Establish and assess negotiation strategies and tactics towards achieving goals in a variety of negotiation situations
13. Work towards conflict resolution, reduce differences, learn and use give and take as a way of finding mutually acceptable solutions
14. Develop critical thinking/assessment capabilities

### Learning and Teaching Methods:

This course is going to make use of formal lectures, written exam, oral presentation, interactive in-class discussions and role plays.

### Required Reading:

SELL, Ingram·LaForge·Avila·Schwepker·Williams (Cengage, 7th ed., 2024)

**Selling and Sales Management**, Jobber·Lancaster·Le Meunier-FitzHugh (Pearson, 12th ed., 2025)

### Suggested Readings:

Professional Selling, C. Shane Hunt·George Deitz·John D. Hansen (McGraw-Hill, 2024)

Excellence in Sales – Optimising Customer and Sales Management, Dannenberg·Zupancic (Gabler, 2009)

The ABC of Professional Selling, Warren Clifton, (Routledge, 2024)

Online material and sales cases

### Assessment and Grading:

| Form of Assessment                                                  | % Contribution | Size of the assessment                            | CSLOs covered by this assessment | Feedback Method  |
|---------------------------------------------------------------------|----------------|---------------------------------------------------|----------------------------------|------------------|
| Class Attendance, quizzes, interactive participation,               | %15            | In-class discussions, questions to guest speakers | 1-14                             | Oral (in class)  |
| Midterm Exam                                                        | % 25           | 40 minutes                                        | 1-10                             | Written feedback |
| <b>Assignment 1 –</b><br>Presentations<br>(detailed buying process) | % 10           | Class time period                                 | 2-14                             | Oral and Written |
| <b>Assignment 2 – Sales</b><br>role plays                           | % 10           | Class time period                                 | 4-8                              | Oral and Written |
| Final Exam                                                          | % 40           | 60 minutes                                        | 1-14                             | Written feedback |

No “extra” work will be accepted or credited.

**\* Attendance \*** is mandatory. In order to get a full grade for “Class Attendance & Participation”, students are required to attend **all of the classroom role-plays**, student & guest speaker presentations. It is extremely important to participate in all the activities conducted in the class.

**\* Communication with the Lecturer \*** Please email the Lecturer directly rather than sms or whatsapp. It has a higher probability of rapid response in working days. For urgent – last minute topics contact also with the course assistant.

**Makeup Examinations:** There will be NO make-ups for final exams (interviews) or assignments. If you have a time conflict, please contact directly to COURSE ASSISTANT ahead of time. **ONLY** official excuses will be accepted.

**Important Note About Re-sit (Bütünleme) Exams:** Please note that re-sit exams are no longer given at METU.

**Incompletes:** A grade of incomplete will not be granted except for the most extreme circumstances and only after stringent verification and approval by the Department. A grade of incomplete will be granted only as a result of circumstances beyond the student's control. A grade of "I" is not given in lieu of an "FF".

#### Course Policies:

**COURSE REQUIREMENTS:** Attendance is mandatory in this class. Attendance of less than 50% to lectures gets FF from this course ! ! Past experience repeatedly demonstrated that students who regularly attend class and read the chapter assignments perform significantly better than students who have an intermittent attendance and/or who do not keep current in reading the chapters.

**STUDENT DISABILITIES:** Any student, who, because of a disabling condition, may require special arrangements in order to meet course requirements, should contact the instructor as soon as possible. Students should present the appropriate documentation from the university's Disability Support Office (Engelsiz ODTÜ Birimi, ODTÜ Kütüphanesi, Solmaz İzdemir Salonu, Tel: 210.7196; [engelsiz@metu.edu.tr](mailto:engelsiz@metu.edu.tr)) verifying their disability, and outlining the special arrangements required. Please note that no accommodations will be provided to the disabled students prior to the completion of this approved University process.

**ACADEMIC DISHONESTY:** The Department of Business Administration has no tolerance for acts of academic dishonesty. Such acts damage the reputation of METU, the department and the BS/MBA degree and demean the honest efforts of the majority of the students. The minimum penalty for an act of academic dishonesty will be a zero for that assignment or exam.

**CHEATING:** All university, faculty/institute, and department principles on academic honesty will be strictly enforced. The usual consequence for academic dishonesty is failure of the course and referral of the case to the Dean of the Faculty or the Graduate School of Social Sciences for additional disciplinary action. Examinations are individual and are to be completed without outside assistance of any sort. Persons observed cheating during examinations will receive a failing grade in the course. Homework assignments are individual, unless otherwise specified by the instructor, and are to be completed without outside assistance of any sort, as well. Persons observed cheating in their homework assignments will receive a score of zero for the portion of the semester grade that is allocated to such assignments.

**PLAGIARISM:** The instructor assumes that students will do their own work. By placing their names on assignments (individual or team), students are affirming that the contents are their original work. Any previous work available from files or past students, as well as materials available on the internet may be used only as a suggestive model.

Violation of this provision will be considered as unethical behavior, subject to disciplinary action. If you have any doubt about the use of a specific material, see the instructor ahead of time. Any material used from outside sources should be referenced appropriately. Persons observed to plagiarize while preparing assignments will be referred to the Dean of the Faculty or the Graduate School of Social Sciences for additional disciplinary action and also they will receive a score of zero for the portion of the semester grade that is allocated to such assignments.

**METU HONOR CODE:** Every member of METU community adopts the following honor code as one of the core principles of academic life and strives to develop an academic environment where continuous adherence to this code is promoted.

"The members of the METU community are reliable, responsible and honorable people who embrace only the success and recognition they deserve, and act with integrity in their use, evaluation and presentation of facts, data and documents."

## CIVILITY IN THE CLASSROOM

Students are expected to assist in maintaining a classroom environment which is conducive to learning. In order to assure that all students have an opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from using cellular phones, making offensive remarks, reading newspapers, sleeping, or engaging in any other form of distraction. Inappropriate behavior in classroom shall result, minimally, in a request to leave class.

Past observations showed that the METU classroom experience is improved when the following are true:

**Students arrive on time.** Timely arrival ensures that classes are able to start and finish at the scheduled times. Timely arrival shows respect for both fellow students and faculty and it helps to create a better learning environment by reducing avoidable distractions.

**Students are fully prepared for each class.** Much of the learning in this course takes place during classroom discussions. When students are not prepared, they cannot contribute to the learning process. This affects not only the individual but also the classmates who count on them.

**Students respect the views and opinions of their colleagues.** Disagreement and debate are encouraged; however, intolerance for the views of others is unacceptable.

**Phones and wireless devices are turned off.** Usage of cell phones is strictly prohibited during class. Please be courteous to your classmates and me and make sure that your phones are on silent mode before the class begins.

**STUDENT EXCUSES:** Unless you inform me in advance, I will not excuse you from any of the grade requirements. At the same time, this does not mean that I will allow you to miss a test or an assignment with any excuse that you present to me. Please note that the excuse is acceptable for only the most extreme circumstances and only after stringent verification and approval by the Department.

**KNOW YOUR RIGHTS AND RESPONSIBILITIES!** <http://oidb.metu.edu.tr/en/academic-rules-and-regulations>

**NOTE THE IMPORTANT DATES ON THE ACADEMIC CALENDAR!** <http://oidb.metu.edu.tr/en/academic-calendar>

## DISTANCE EDUCATION GUIDELINES (if needed)

If needed; this course will/may use various online communication software (such as MS-Teams, Zoom, Cisco-WebEx etc.) for synchronous (“real-time”) class meetings, as well as asynchronous (off-line) instruction medium including various text editors, presentation software, and videos. Below is the outline of the rules, regulations and principals on how the online courses will be conducted:

- The class will meet at regular class hours announced by the Department.
- Attendance to synchronous online classes is **mandatory**. The instructor will record attendance.
- You must have a computer that has a camera, microphone and internet access. If you do not have access to these devices, please contact the course assistant before class hours.
- You must sign-in on time to online meetings using the link that will be provided by the instructor. If prompted for an e-mail you must use your “...@metu.edu.tr” address, other e-mail addresses will not be permitted.
- When you are connected, both your **full name** and **student number** should be visible on your screen (this can be done by using your name, surname and student number at the same time when you connect, e.g. *Erdin Bozkurt-9919550*). *This is important for the instructor to identify the students.*
- The instructor may take a screenshot during the online classes whenever he/she thinks necessary.
- Your camera should be turned on, and the microphone should be turned off (when not speaking) during the classes. You should use ‘raise hand’ (or similar) tool for questions/comments and turn on microphone only after prompted by the instructor.

- Lectures, exams/quizzes will be recorded by the instructor. Your webcam should be turned on during the entire exam/quiz, and your face, your desk and surroundings should be visible to the instructor. Extra measures may be necessary during the exams. You will be informed about the extra measures before the exam.
- Your METU ID Card must be available to show to the instructor, if prompted, at the beginning of the exam.
- The students are NOT allowed to record online classes/exams/quizzes. They are NOT allowed to publish, share, or broadcast any part of the lectures or exams in the form of an image, video, or any other format, unless it is stated otherwise by the instructor. These are strict rules, and the instructor will report to the department head for legal/disciplinary action otherwise.
- Improper classroom behavior and cell phone usage is not tolerated within the classes.
- If the instructor records the course/exam, your consent will be asked at the beginning of the recording.
- During synchronous classes, the instructor may ask directed question to a student, if that student is not responding within a reasonable time, he/she will be recorded as “absent”.
- During the exams, any suspicious behavior will be considered as “cheating”. If the instructor thinks that it is not cheating but is a connection or system error, then a make-up exam will be given to those students only.
- Please take time to familiarize yourself with online class tools by visiting the METU Distance Learning Support Site at : <https://its.metu.edu.tr/uzaktanegitim/en/>

The instructor assumes that students who attend the next class have understood and accepted to agree with all the requirements and rules of this course.

**Good luck to all of you and let’s have a very enjoyable semester together!! CC**

The following table gives the **tentative schedule** for the semester. The lectures will stress the most important and/or most difficult material. Appendices are required only if they are assigned. The students are required to read the chapters and appendices before they are covered in class. Guest speaker lecture times may be updated (with prior notice) due to speaker’s timing.

| Tentative Course Schedule |     |                                                                                                                                                                                                                     |                                                                                                          |       |
|---------------------------|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|-------|
| Month                     | Day | Topic                                                                                                                                                                                                               | Reading/ Assignment                                                                                      | CSLO  |
| Week 1                    |     | <ul style="list-style-type: none"> <li>• Introduction, Syllbus &amp; course details</li> <li>• What does sales mean to you? Your sales story</li> </ul>                                                             | 1. Review syllabus carefully and come with question/comments<br>2. What do you want to get from BA4720 ? | 1     |
| Week 2                    |     | <ul style="list-style-type: none"> <li>• Overview of personnel selling</li> <li>• The role of selling, Sales and marketing (<i>Belief *</i>)</li> </ul>                                                             | Cengage chp.1<br>Pearson chp.2,3                                                                         | 1,2,3 |
| Week 3                    |     | <ul style="list-style-type: none"> <li>• Building trust &amp; sales ethics</li> <li>• Understanding buyers (<i>Client centered</i>)</li> </ul>                                                                      | Cengage chp.2,3<br>Pearson chp.4                                                                         | 5,7,8 |
| Week 4                    |     | <ul style="list-style-type: none"> <li>• 4 steps selling process: from 1992 (FMCG) to 2026 (B2B)</li> <li>• Expanding customer relationship (<i>Cen.chp9</i>) (<i>Knowledge</i>)</li> </ul>                         | Google Bob Cialdini & watch his speech “6 principles of mass influence” (11-14 min)                      | 2-13  |
| Week 5                    |     | <ul style="list-style-type: none"> <li>• Communication skills in sales (<i>Questions</i>)</li> <li>• <b>Sales presentations</b> (2<sup>nd</sup> lecture, will be determined during class time by a draw)</li> </ul> | Cengage chp.4                                                                                            | 2-14  |
| Week 6                    |     | <ul style="list-style-type: none"> <li>• Sales-negotiation practice / <b>Sales Dialogue role-play 1</b></li> <li>• Personal selling skills (<i>Discipline</i>)</li> </ul>                                           | Pearson chp.7-11                                                                                         | 1-14  |
| Week 7                    |     | <ul style="list-style-type: none"> <li>• <b>Mid-term</b></li> <li>• <b>Guest speakers</b> (from different sectors, 2 sales executives) (<i>Win-Win, Zigzag</i>)</li> </ul>                                          | Please prepare questions for guest speakers                                                              | 1-10  |

|         |  |                                                                                                                                                                                                                                      |                               |          |
|---------|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|----------|
| Week 8  |  | <ul style="list-style-type: none"> <li>Strategic prospecting and preparing for sales dialogue</li> <li><b>Sales presentations</b> (2<sup>nd</sup> lecture, will be determined during class time by a draw) <i>(Niche)</i></li> </ul> | Cengage chp.5                 | 3,5      |
| Week 9  |  | <ul style="list-style-type: none"> <li>Planning sales Dialogues and presentations</li> <li>Creating and communicating value <i>(Value selling)</i></li> </ul>                                                                        | Cengage chp.6,7               | 2-3,8-10 |
| Week 10 |  | <ul style="list-style-type: none"> <li>Sales presentations and communicating value practice / <b>Sales Dialogue role-play 2</b></li> <li>Addressing concerns and earning commitment <i>(Listening)</i></li> </ul>                    | Cengage chp.8                 | 2-4,8-10 |
| Week 11 |  | <ul style="list-style-type: none"> <li>Sales management, sales administration <i>(X factor)</i></li> <li><b>Sales presentations</b> (2<sup>nd</sup> lecture, will be determined during class time by a draw)</li> </ul>              | Pearson chp.12, Noon,2,3,4,10 | 1,11,14  |
| Week 12 |  | <ul style="list-style-type: none"> <li>Merchandising, Point of sale, sales promotion</li> <li><b>Sales presentations</b> (2<sup>nd</sup> lecture, will be determined during class time by a draw) <i>(Marketing)</i></li> </ul>      | Noon,2,3,4,10                 | 1,4      |
| Week 13 |  | <ul style="list-style-type: none"> <li>Adding value: Self leadership and teamwork</li> <li><b>Sales presentations</b> (2<sup>nd</sup> lecture, will be determined during class time by a draw) <i>(Focus)</i></li> </ul>             | Cengage chp.10                | 4,11-14  |
| Week 14 |  | <ul style="list-style-type: none"> <li>Final Exam</li> <li>Lessons learned, Q&amp;A, feedback session <i>(You)</i></li> </ul>                                                                                                        |                               | 1-14     |

\* *Italic topics will be covered from book “ The ABC of Professional Selling”, Warren Clifton, Routledge, 2024*

Don't be Trashy. **Recycle.**

Do not throw items away in the trash that should go into the recycling bin.

Show a little class. **REDUCE, REUSE, RECYCLE!**