Entrepreneurial Selling
B70.2128.W1  Winter 2006

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Recommended Text:  See reference list

Course Description:
The goal of Entrepreneurial Selling is to provide students with the knowledge and skills that entrepreneurs – and nearly all other business executives – need to win customers and grow their business. We will use the consultative selling model to understand the process of selling, discovery of and alignment with customer's needs, presentations of solutions, overcoming objections, and gaining agreement. Rather than pigeonholing selling as ‘something done by those sales types’, we look at it as providing solutions to customer's problems.

Selling is unique in that everyone does it. In business, we sell our products, proposals, IPOs, projects, budgets, and anything else that someone else has to approve. In life, we buy cars and houses (buying and selling are two sides of the same coin), interview for jobs, propose marriage, and many other things that someone else has to say OK to. In short, selling is a fundamental life skill.

The course is primarily an interactive discussion including debates, case discussions, and many small group ‘skills drills’ to apply the concepts and methods. In addition to learning the aspects of contemporary selling as it applies to their chosen careers, students will also gain a better appreciation of this important – and often misunderstood – aspect of an organization.

The course is focused on professional, business-to-business (B2B) sales issues and sales management. We frequently draw on our own experiences as consumers (B2C) as a basis for developing perspectives, insights, and understanding of B2B sales themes.

Grading:
Your grade in Entrepreneurial Selling is directly proportional to how well you learn to apply the main concepts presented and discussed throughout the course. There are several ways that your performance is measured:

- **Attendance and Participation.** Class attendance is assumed; participation in the class discussions and exercises is expected. Much of selling lies in the experiential domain: you have to do it to know it. “Participation” is measured by your preparation for and contribution to class discussions (quality, not quantity).  (100 points)

- **Exams:** There will be one or more exams during the semester including a comprehensive final (200 points)

- **Team Project:** We will have an in-class team project where you have the opportunity to demonstrate your ability to sue the class’ skills and topics (100 points)
Syllabus:

Class #1 Tuesday, 1/3 6-9 PM
- Course introduction and overview
- Consultative Selling
- Who/What/How

Class #2 Wednesday, 1/4 6-9 PM
- Buying / Selling Processes
- Relationship strategies
- Customer profiling

Class #3 Thursday, 1/5 6-9 PM
- Discovery
- Questioning skills
- Listening profiles

Class #4 Sunday, 1/8 9 AM -12 noon
- Proposals
- Persuasive Presentations

Class #5 Sunday, 1/8 1-4 PM
- Team presentations

Class #6 Tuesday, 1/10 6-9 PM
- Negotiations
- Handling objections
- Final Exam

References:
The following books cover various aspects of consultative sales and contemporary sales management:

- Rethinking the Sales Force, Neil Rackam and John DeVincentis; McGraw Hill
- Selling: The Profession, David Lill; DM Bass
- Compensating the Sales Force, David Cichelli; McGraw Hill
- Sales Management, Robert Calvin; McGraw Hill
- The New Solution Selling, Keith Eades, McGraw Hill
- It’s Not Rocket Science, Mitchell Goozé, IMI
- Relationship Selling, Jim Cathcart, Perigee
- The Power of the Pitch, Gary Hankins, Dearborn
- Selling is a Team Sport, Eric Baron

Business 2.0 Magazine often has excellent articles on selling and sales