Entrepreneurial Selling Syllabus
Spring 2011
Room TBD

Professor Jeff Krawitz  jkrawitz@stern.nyu.edu
Office: Adjunct Office

Learning Tool: Personal Listening Profile
Sold in class #1; please bring $25

Course Description:
The goal of Entrepreneurial Selling is to provide you 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, presentation of solutions, overcoming objections, and gaining agreement. Rather than pigeonholing selling as 'something done by sales-types', we will look at it as the art of providing valued solutions to someone else's situation.

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 (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.

This course is primarily an interactive discussion including discussions, exercises, skills drills, and other opportunities to apply the topics we cover. In addition to leaning the aspects of contemporary selling as it applies to your chosen career, students will gain a better appreciation of sales as an important – though often misunderstood – aspect of every organization.

Grading:
Your grade in Entrepreneurial Selling is directly proportional to how well you learn and can 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). (50 points)

- Exams: The final exam will examine your knowledge of the topics and concepts that we cover in class (150 points)

- Project: The team project will examine your ability to apply the skills and concepts that we cover in class as a written proposal and a brief presentation of it (300 points)

Team Project
Working in small teams, you will produce a written proposal and a short presentation of it for a specific case situation. This provides you with the chance to practice and apply specific topics and skills critical to consultative selling.
Syllabus:

Class #1  Tuesday, 2/8  6-9
- Course intro and overview
- Consultative selling model
- Relationship strategies
- Communication styles

Class #2  Tuesday, 2/15  6-9
- Customer-Centricity: The Who/What/How Model
- Discovery
- Questioning

Class #3  Tuesday, 2/22  6-9
- Listening
- Project Assignment
- Written Proposals

Class #4  Tuesday, 3/1  6-9
- Effective Sales Presentations

Class #5  Tuesday, 3/8  6-9
- Consultative Selling Exercise

Class #6  Tuesday, 3/22  6-9
- Final Exam
- Project Presentations

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 is a Team Sport, Eric Baron
- 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