Entrepreneurial Selling Syllabus
Winter 2006

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Required Text: Selling is a Team Sport; Eric Baron; Prima Press

Course Description:
Everybody sells. 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. Whenever we need to gain another’s approval for something, we need to ‘sell’ them on the concept (or, more accurately, we need to show them the value that they will gain from their approval). For an entrepreneur, this includes getting funding, hiring key people, negotiating for resources, obtaining partnerships, ... and eventually selling your products.

Often called consultative selling, this class will explain and demonstrate the process and skills of selling from an entrepreneur’s point of view. This encompasses selling many things at many levels, and is a required skill for any successful businessperson. We use interactive discussion and many self and group exercises throughout the course.

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 Sales Management 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). (50 points)

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

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<td>1/3 6-9 PM</td>
<td>Course Intro, Professional Selling, Who/What/How</td>
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<td>2</td>
<td>1/5 6-9 PM</td>
<td>Selling Process Models, Consultative Selling</td>
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<td>Targeting Relationships, Customer Profiling</td>
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<td>1/8 1-4 PM</td>
<td>Discovery, Questioning/Listening Skills</td>
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<td>1/10 6-9 PM</td>
<td>Proposal Formulation, Persuasive Presentations</td>
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<td>6</td>
<td>1/12 6-9 PM</td>
<td>Handling Objections, Negotiating</td>
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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