

AGEC 3313 - SPRING 2016
Agribusiness Sales Management

Instructor:	Dr. H. L. Goodwin, Jr. AGRI 220 (or POSC 208) 575-2283 (or 575-7118), hlgood@uark.edu	
Office Hours:	MW 1:30 p.m. - 3:00 p.m., AGRI 220 TR By appointment, AGRI 220	
Prerequisites:	AGEC 1103 or ECON 2023	
Required Text:	Downey, W.S., Downey, W.D., M. Holschuh and M.A. Jackson, L.A. Downey <i>ProSelling: A Professional Approach to Selling in Agriculture and Other Industries</i> Elmore, Tim, <i>Habitudes Book #2, Images that Form Leadership Habits & Attitudes, the ART of Connecting with Others, (A Values Based Resource)</i>	
Course Philosophy:	This course is designed to introduce the student to professional selling techniques for food, agricultural, and other industrial/institutional products. Considerable time will be spent on developing professional selling techniques with special regard for the unique aspects of food and agricultural products and the characteristics of the consumers purchasing these specialized products. Students will be expected to develop a sales presentation for a food or agricultural product that will be presented for peer and professional evaluation. At the conclusion of the course the student should have an understanding and proficiency of some of the key concepts required for agribusiness firms, including: 1) What is Selling and How People Buy 2) Customer Value and Your Role 3) Effective Selling Skills 4) Code of Ethics 5) Handling Customer Complaints/Conflicts 6) Planning and Preparing for Customer Meeting 7) Selling Products vs. Commodities 8) Brands and Branding 9) Location 10) Negotiation	
Course Evaluation:	1) Attendance 2) Daily Exercises (10 per semester) 3) Spot Talks 4) Drill Exercises 5) Only the Shadow Knows 6) Professional Sales Interview 7) Professional Sales Presentation	35 points 30 points 15 points 24 points 40 points 16 points <u>40</u> points 200 points

- 1) Timely and engaged attendance is expected in AGE 3313 and will be rewarded with 1 point per lecture period. **Only university sponsored activities are excused.**
 - 2) Daily exercises will be assigned ten times during the semester and are due the class following their assignment. They will be graded zero, one, two or three depending upon completeness and quality. **No late assignments will be accepted. Only assignments that are printed off and handed in will be accepted.**
 - 3) Each drill will feature activities. Active participation in these activities will earn 2 points per drill session.
 - 4) **Spot Talks** are two-minute summaries over articles assigned on Blackboard. A student respondent will be called upon at random to provide summary of the article. Two additional randomly selected students will then be asked to direct questions on the article to the respondent. The summary is 9 points and each question is 3 points. **Randomly selected students who are absent will receive a zero.**
 - 5) **Only the Shadow Knows** will require that the student spend one day with the salesperson observing professional skills used and characteristics of customers. Students will work in pairs and be assigned a sales person not later than February 1. Details will be given the second week of class. A written report will be required for this activity. Reports will not be accepted after 4:30 p.m. on their due date.
 - 6) **Professional Sales Interview:** Teams will be assigned for this group activity, which will include spending time with selected management representatives from regional, national and multi-national firms in NWA. Details of this activity will be discussed on March 28th. *Each student is to prepare a three-page paper (minimum length) detailing the following:*
 - 1) *A thorough summation of the professional's background and education in your own words, that is, **no shared narrative**;*
 - 2) *An original, open-ended question about the professional's career development, experiences, position responsibilities, work-life balance, college preparation, ethics, salesmanship, etc. and*
 - 3) *One page on three major insights gained from the PSI for your professional development and future career. Cite specific information from the interview.*
- You should have a separate cover page listing the professional's name, position and company; the time, date and place of the interview and the other persons in your interview group.
- 7) **Professional Sales Presentations** will require each student to prepare a 12-minute presentation for a food or agribusiness product, presented to a professional salesperson and a DBCAFLS faculty member for evaluation. Details of the project will be distributed in the second week of class and discussed throughout the semester.

Course final grades will be assigned as follows:

≥ 90%	A
80-89%	B
70-79	C
60-69%	D
< 60	F

Conditions regarding late work: Late work, if allowed, will be penalized 25% per day and will not be accepted after the beginning of the next class period on which they were due. *Late is defined as any work submitted after the beginning of class the day in which the assignment is due.*

Inclement Weather: If the University is open but the Fayetteville school system is closed, we will not have class. If both the University and the Fayetteville school system are open, class will be held as scheduled. Please use your best judgment before getting on the road. *To receive full credit on homework, homework must be emailed to the instructor by 10:30 A.M. the day it is due.*

ACADEMIC DISHONESTY

The University of Arkansas, Fayetteville, presents this policy as part of its effort to maintain the integrity of its academic processes. Academic honesty should be a concern of the entire university community, and a commitment to it must involve students, faculty members, and University administrators.

Students must understand what academic integrity is and what the most common violations are. With that understanding they must commit themselves to the highest standards for their own, as well as for their peers', academic behavior.

Public support and encouragement of the faculty is a second critical component necessary to strengthen academic integrity on campus. Faculty members must be continually vigilant in the management of their classes, their assignments, and their tests. To see the entire policy text and provisions, please visit the web site at <http://advancement.uark.edu/catalogofstudies/03-04/html/academicregs.html#02>

STUDENTS WITH DISABILITIES

The Center for Students with Disabilities (CSD), located in 104 Arkansas Union, serves as the central campus resource for students with disabilities. Working in partnership with students, faculty, and staff, the goal of the CSD is to ensure a physically and educationally accessible university environment. CSD staff work individually with students and assists academic and non-academic units to determine reasonable accommodations that will enable every student to have access to the full range of programs, services, and activities offered through the University. For more information contact the CSD at:

Center for Students with Disabilities
University of Arkansas
104 ARKU
Fayetteville, AR 72701,
479-575-3104 (Voice) or 479-575-3646 (TTY)
479-575-7445 (Fax)
Email: ada@uark.edu

EMERGENCY PROCEDURES

Many types of emergencies can occur on campus; instructions for specific emergencies such as severe weather, active shooter, or fire can be found at emergency.uark.edu.

Severe Weather (Tornado Warning):

- Follow the directions of the instructor or emergency personnel
- Seek shelter in the basement or interior room or hallway on the lowest floor, putting as many walls as possible between you and the outside
- If you are in a multi-story building, and you cannot get to the lowest floor, pick a hallway in the center of the building
- Stay in the center of the room, away from exterior walls, windows, and doors

Violence / Active Shooter (CADD):

- **CALL** 9-1-1
- **AVOID** If possible, self-evacuate to a safe area outside the building. Follow directions of police officers.
- **DENY** Barricade the door with desk, chairs, bookcases or any items. Move to a place inside the room where you are not visible. Turn off the lights and remain quiet. Remain there until told by police it's safe.
- **DEFEND** Use chairs, desks, cell phones or whatever is immediately available to distract and/or defend yourself and others from attack.

COURSE SCHEDULE: AGECE 3313

Week	Day	Lecture	Drill
Week 1	January 20	Introduction/ Ch. 1: Professional Selling	
	22	Resume Reviews	
Week 2	25	OSK Briefing	Habitude 1 pp. 3-8
	27	Ch. 2: Marketing and It's Relationship to Sales	
Week 3	February 1	Ch.3: Strategy and Planning	Habitude 3 pp. 19-23
	3	OSK Field Opportunity/Resume	
Week 4	8	Ch.3: Strategy and Planning	Habitude 6 pp. 41-46
	10	OSK Field Opportunity/Resume	
Week 5	15	Ch. 5: Understanding Customers/ Resume Due	Habitude 2 pp. 11-16
	17	Ch. 5: Understanding Customers	
Week 6	22	CH 4 hwk questions due/ Career Fair Hwk Due	Habitude 8 pp. 57-61
	24	Selling with a Strategy – Bob Davenport, Dir. Food Service, George's Inc.	
Week 7	29	Spot Talks	Habitude 5 pp. 35-38
	March 2	Ch. 6: Sales Process	
Week 8	7	Ch. 6: Sales Process	Habitude 4 pp. 27-32
	9	Ch. 7: Probing – Identifying Beliefs, Goals and Needs	
Week 9	14	Ch. 7: Probing – Identifying Beliefs, Goals and Needs	Habitude 7 pp. 49-54
	16	Spot Talks	
Week 10	21-25	Spring Break	
Week 11	28	Ch. 8: Communicating Value	Habitude11
	30	Ch. 8: Communicating Value/ OSK Final Due	
Week 12	April 4	Ch. 9: Dealing with Resistance	Habitude 13 & Question Flow exercise
	6	Ch. 9: Dealing with Resistance	
Week 13	11	Ch. 10: The Close	Habitude 12 & The Close exercise
	13	Ch. 10: The Close/ CIO WORKSHEET DUE	
Week 14	18	PSP in class consultations/Course Evaluations	Habitude 9 & Objections exercise
	20	PSP PLANNING WORKSHEET DUE	
Week 15	25	PSI groups. Due 5/2	
	27	PSI groups. Due 5/2	
Week 16	May 2	PROFESSIONAL SALES PRESENTATIONS	
	4	PROFESSIONAL SALES PRESENTATIONS	
	6	Dead Day	
	10	Homework #10 due. Send to hlgood@uark.edu	