

AGEC 3313 - SPRING 2017
Agribusiness Sales

Instructor:	Robert J. Farrell AGRI 218C 479-263-4660; rfarrell@psi-ark.com	
Office Hours:	MW 8:00 – 9:15 AM, AGRI 218C	
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 provide the student with an introduction to professional selling and customer management techniques, exercises to identify the individual student's best personal processes/personality of selling, and opportunities to interact with current professionals in Sales and Management Roles within several NWA food and manufacturing Companies. Students will be expected to verbally participate in class, work in a team setting, research and develop several sales presentations, and gain understanding and even proficiency in the sales and customer management techniques presented such as: 1) The difference in <i>Selling</i> and <i>Telling</i> 2) Customer needs and expectations and your role in meeting/exceeding both 3) Effective and Efficient Selling Skills 4) Ethics – the true value between your walk and your talk 5) Building solid customer relationships 6) Handling customer complaints, conflicts, and opinions differences 6) Preparation and planning for customer meeting 7) Creating value in your product and selling the value to your customer 8) Follow through that never ends	
Course Evaluation:	1) Attendance	40 points
	2) Weekly Exercises (10 / semester)	50 points
	3) Professional Sales/Mgt. Interview	35 points
	<i>This is a Team Project</i>	
	4) Professional Sales Presentation	50 points
	5) Final Test	<u>75 points</u>
		250 points

1) Timely and engaged attendance is expected in AGECE 3313 and will be rewarded with 1 point per lecture period. **Only university sponsored activities are excused.**

2) Weekly exercises will be assigned ten times during the semester and are due the class following their assignment. They will be graded zero through five depending upon completeness and quality. **No late assignments will be accepted. Only assignments that are printed off and handed in will be accepted.**

3) 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 27th. 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.

4) Professional Sales Presentations will require each student to prepare a presentation for a food, packaging, or agribusiness product consisting of: a written proposal outlining the needs and expectations of the product; an implementation and execution timeline for the product; potential objections and solutions to objections. Several of these presentations will be presented in class during the final weeks of class. Details of this presentation will be discussed throughout the semester.

5) Final Exam: A Final Exam will be scheduled. Test will cover student knowledge and understanding of information presented from both text books used during the semester as well as other highlighted information from class discussions.

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 18	Introduction/ Ch. 1: Professional Selling	Habitude 13 pp. 97-101
	20	Ch. 1: Selling vs Telling	
Week 2	23	Ch. 1: What is does Selling mean to you?	
	25	Ch. 2: Marketing and It's Relationship to Sales	Habitude 1 pp. 3-8; EX #1
Week 3	30	Ch. 2: Marketing and It's Relationship to Sales	
	February 1	Ch. 3: Strategy and Planning	Habitude 3 pp. 19-23; EX #2
Week 4	6	Ch. 3: Strategy and Planning	
	8	Ch. 4: Prospecting	Supermarket Survey
Week 5	13	Ch. 5: Understanding Customers	
	15	Ch. 5: Understanding Customers	Habitude 2 pp. 11-16; EX #3
Week 6	20	Highlights & Review	
	22	Ch. 6: Sales Process... Building Relationships	Habitude 8 pp. 57-61; EX #4
Week 7	27	Ch. 6: Sales Process... Opening the Call	
	March 1	Guest Speaker	Habitude 4 pp. 27-32; EX #5
Week 8	6	Ch. 7: Sales Process... Finding Common Ground	
	8	Ch. 7: Sales Process... Ask, Listen, and Understand	Habitude 7 pp. 49-54; EX #6
Week 9	13	Ch. 8: Communication... You are responsible	
	15	Ch. 8: Communication... Values, Needs and Expectations	Habitude 11 pp. 81-85
Week 10	20-24	Spring Break	
Week 11	27	Professional Sales Interview Outline	
	29	Highlights & Review	Habitude 12 pp 89-94; EX #7
Week 12	April 3	Ch. 9: Dealing with Resistance... Everyone has Opinions	
	5	Ch. 9: Dealing with Resistance... Handling Objections	Habitude 5 pp. 35-38; EX #8
Week 13	10	Ch. 10: The Close... What and Why?	
	12	Ch. 10: The Close... When and How?	Habitude 9 pp. 65-70; EX #9
Week 14	17	Review, Question & Answer Session	
	19	Review, Question & Answer Session	EX #10
Week 15	24	Professional Sales Presentations	
	26	Professional Sales Presentations; Sales Interviews Due	
Week 16	May 1	Professional Sales Presentations	
	3	Highlights & Review; Final Exam discussion	
	5	Dead Day	
	10	Email Final Exam to: rfarrell@psi-ark.com by 5:30 pm	