

AGEC 3313
Agribusiness Sales
SPRING 2021

Course Description:

This course outlines principles of professional sales and sales management techniques used in food and agricultural firms. As a final project, students will develop a professional sales presentation. Although a broad range of sales and persuasion practices and techniques will be introduced, emphasis will be placed on the agribusiness field.

Class Time & Location:

Tuesdays & Thursdays
9:30a-10:45a
Live Remote Delivery via Zoom

Instructor:

Frances Free
Adjunct Professor
Department of Agricultural Economics & Agribusiness
ffree@uark.edu

Office Hours:

Friday 9am-11am (Zoom)
or by appointment (Zoom)

Prerequisite:

AGEC 1103 or AGECE 2103 or ECON 2013 or ECON 2023 or ECON 2143 or equivalent

Required Text:

Downey, W.S., Downey, W.D., M. Holschuh and M.A. Jackson, L.A. Downey
ProSelling: A Professional Approach to Selling in Agriculture and Other Industries

Learning Outcomes:

At the end of the course, students will:

- Have a working knowledge of the sales process, with an emphasis on the agribusiness sector.
- Grasp the concepts of sales and persuasion and have an ability to utilize techniques learned in this class.
- Be able to prepare and present a professional sales pitch.
- Be able to participate in a sales presentation, as a customer.

Course Evaluation:

Weekly Discussions	20%
Interaction	10%
Assessments	
Quizzes	15%
Exams:	25%
Final Project:	<u>30%</u>
TOTAL	100%

Interaction:

An online course comes with its very own set of communication challenges...and opportunities. Instead of logging in and staring at a screen, let's have some fun. I'll do my part and you can do yours part by entertaining us all with evidence that you're paying attention and learning a little something. We will have guest speakers join us throughout the semester; your task on those days is to ask educated questions during their presentations. Support your classmates by asking questions during their final presentations. Your creative and professional interaction counts in this class, and is worth 10% of your final grade.

Weekly Discussions:

A new discussion prompt will be posted weekly, unless we have holiday/exam/presentations that week. Your task is to deliberate on the topic in your own words, and to also comment on a peer's post. Tools available to you are the textbook, in class discussion, online sources, and video posts. Due by Friday (@11:59pm), weekly. There are 10, and they represent 20% of your overall grade.

Assessments:

Quizzes: We'll have seven quizzes this semester, via Blackboard. Material will come from the assigned text, videos, and our in-class discussions. They will be open note and open book, due @ 11:59pm on the date specified. I will keep your highest five quiz scores.

Exams: We'll have two exams this semester, via Blackboard. Material will come from our assigned text, videos, quizzes, and in-class discussions. They will both be open note and open book, and an in-class review will occur the class period prior to each exam. They will be unlocked and available during the times shown in Blackboard.

- Midterm: 10% of overall grade
- Final: 15% of overall grade

Final Project:

This is a three-part project, in which you act in three capacities. Each student will be salesperson, customer, and peer reviewer during the semester. This is 30% of your overall grade.

- **SALESPERSON:** Prepare and present a 10-minute presentation for a food or agribusiness product to another student (client), with the class as audience.
- **CLIENT:** Act as potential buyer being presented to with the class as audience.
- **PEER REVIEWER:** You'll evaluate the salespersons for the day.

Students with Disabilities:

If you need to request reasonable accommodations for this class due to a disability, you must first register with the Center for Educational Access (CEA) and then contact me to discuss any accommodations you will require. You must arrange your accommodations through the CEA office, failure to do so may result in the inability to utilize your accommodations.

Academic Dishonesty:

"Each University of Arkansas student is required to be familiar with and abide by the University's 'Academic Integrity Policy' which may be found at <http://provost.uark.edu/> Students with questions about how these policies apply to a particular course or assignment should immediately contact their instructor."

Course Schedule:

The schedule for class is available on Blackboard. The schedule is subject to change during the semester. The schedule should be referred to each time you login to Blackboard.

Week	Date	In-Class Topics, Lessons, Activities	Assignments	Weekly Discussions	Assessments
1	January 12 th	Introductions & Course Overview: - Goals & objectives - Things to look forward to this semester. - Cadence of our course.		#1: Due Jan 15	
	January 14 th	ProSelling - Lesson 1- Professional Selling MasterClass – Lesson 1: Meet your Instructor & 2: Sales Trends	- Read Chap 1 text - Watch Chap 1 video - Watch MC 1 & 2		
2	January 19 th	ProSelling - Lesson 2 - Marketing & It's Relationship to Sales MasterClass – Lesson 3: Attunement & 4: Serve Your Audience	- Read Chap 2 text - Watch Chap 2 video - MC Lesson 3 & 4	#2: Due Jan 22	Quiz #1: Due Jan 25
	January 21 st	ProSelling - Wrap up Part I: Introduction to Selling Guest Speaker	Interact with guest speaker		
3	January 26 th	ProSelling - Lesson 3 - Strategy & Planning MasterClass – Lesson 5: Discussion Maps	- Read Chap 3 text - Watch Chap 3 video - MC Lesson 5	#3 Due Jan 29	Quiz #2: Due Feb 1
	January 28 th	ProSelling - Lesson 4 – Prospecting in-class activity: PPI MasterClass – Lesson 6: Making Your Message Count	- Read Chap 4 text - Watch Chap 4 video - MC Lesson 6		
4	February 2 nd	ProSelling - Lesson 5 - Understanding Customers MasterClass – Lesson 7: Getting Others to Act	- Read Chap 5 text - Watch Chap 5 video - MC Lesson 7	#4 Due Feb 5	Quiz #3: Due Feb 8
	February 4 th	ProSelling - Wrap up Part II: Preparing to Sell Guest Speaker	Interact with guest speaker		
5	February 9 th	ProSelling - Lesson 6 - Opening the Call MasterClass – Lesson 8: Mimicking	- Read Chap 6 text - Watch Chap 6 video - MC Lesson 8	#5 Due Feb 12	
	February 11 th	ProSelling - Lesson 7 – Probing MasterClass – Lesson 9: Persuasive Framing	- Read Chap 7 text - Watch Chap 7 video - MC Lesson 9		
6	February 16 th	ProSelling - Lesson 8 – Communicating Value MasterClass – Lesson 10: Pitching Like a Pro	- Read Chap 8 text - Watch Chap 8 video - MC Lesson 10	#6 Due Feb 19	Quiz #4: Due Feb 22

Week	Date	In-Class Topics, Lessons, Activities	Assignments	Weekly Discussions	Assessments
	February 18 th	• ProSelling - Lesson 9 – Dealing with Resistance • MasterClass – Lesson 11: Asking for a Raise	• Read Chap 9 text • Watch Chap 9 video • MC Lesson 11		
7	February 23 rd NO CLASS	SPRING BREAK: Feb 22-23, March 25-26, & April 2			
	February 25 th	• ProSelling - Lesson 10 – Closing the Sale • MasterClass – Lesson 12: Buoyancy	• Read Chap 10 text • Watch Chap 10 video • MC Lesson 12		
8	March 2 nd	EXAM REVIEW live during class @ 9:30-10:45a			MIDTERM EXAM
	March 4 th	MIDTERM EXAM available online @ 9:30-10:45a	Part I Final Project due (March 5)		
9	March 9 th	• Final Project Presentations • MasterClass – Lesson 13: Intro-, Extro-, or Ambivert	MC Lesson 13	#7 Due March 12	Quiz #5 Due March 12
	March 11 th	• Final Project Presentations • MasterClass – Lesson 14: How to Self-Motivate	MC Lesson 14		
10	March 16 th	• Final Project Presentations • MasterClass – Lesson 15: Timing to Be a Better Persuader	MC Lesson 15	#8 Due March 19	Quiz #6: Due March 19
	March 18 th	• Final Project Presentations • MasterClass – Lesson 16: Beginnings, Middles, & Endings	MC Lesson 16		
11	March 23 rd	• Final Project Presentations • Guest Speaker	Interact with guest speaker		
	March 25 th NO CLASS	SPRING BREAK: Feb 22-23, March 25-26, & April 2			
12	March 30 th	• Final Project Presentations • ProSelling - Lesson 11 – Customer Satisfaction & Follow-up	• Read Chap 11 text • Watch Chap 11 video		Quiz #7: Due April 5
	April 1 st	• Final Project Presentations • ProSelling - Lesson 11 – Customer Satisfaction & Follow-up (cont.)	• Read Chap 11 text • Watch Chap 11 video		
13	April 6 th	• Final Project Presentations • Guest Speaker	Interact with guest speaker	#9 Due April 26	
	April 8 th	• Final Project Presentations • Surprise Topic			

Week	Date	In-Class Topics, Lessons, Activities	Assignments	Weekly Discussions	Assessments
14	April 13 th	• Final Project Presentations • Surprise Topic			
	April 15 th	• Final Project Presentations • ProSelling - Lesson 12 – Tools & Tips from the Best of the Best	• Read Chap 12 text • Watch Chap 12 video		
15	April 20 th	• Final Project Presentations • ProSelling - Lesson 12 – Tools & Tips from the Best of the Best (cont.)	• Read Chap 12 text • Watch Chap 12 video		
	April 22 nd	• Final Project Presentations • ProSelling - Wrap up Part IV	Part III Final Project due (April 22)		
16	April 27 nd	Last Day of Class: Open discussion regarding projects		#10 Due April 30	
	April 29 nd	EXAM REVIEW <i>live during class</i> @ 9:30-10:45a			
	May 4 th	FINAL EXAM <i>available online</i> @ 8-10a			FINAL EXAM