

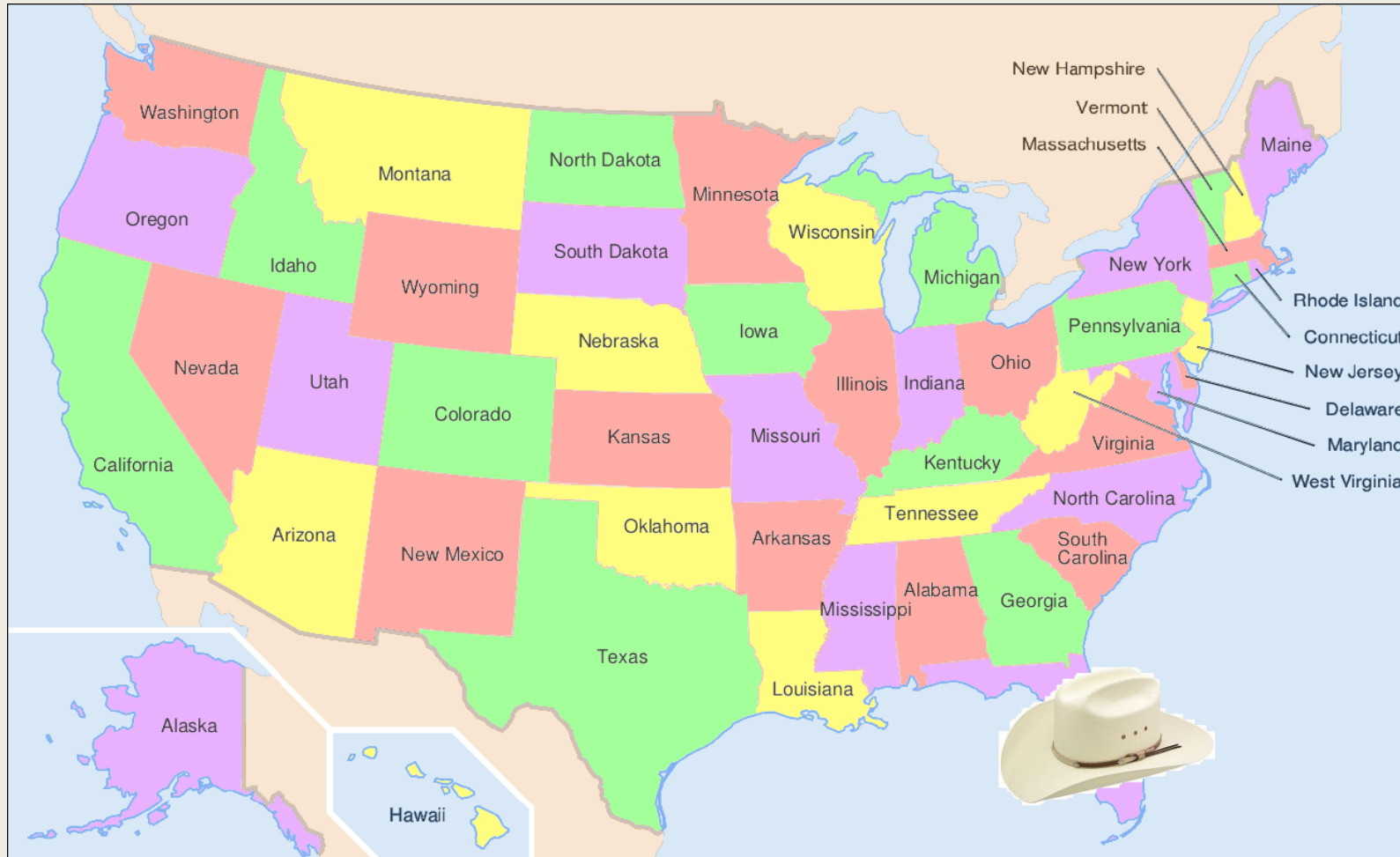


PROFESSIONAL SALES AT STETSON UNIVERSITY

7th Sales Educators' Academy
May 16, 2018

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Where in the world is Stetson?



Today's Buyer Journey

- Launching the Centurion Sales Program
- Innovations
 - *Near-peer mentoring*
 - *Executive Sales Strategy*
- Q&A on Program Development

Timeline / Progress

4th qtr. 2016

- Carolyn & Tod
- curriculum process
- committees
- reviews & approvals

Jan. 2017

- Planning phase
- Construction of role-play labs
- contractor
- architect
- Stetson facilities team

Feb. 2017

- Curriculum approved
- Sales major & minor degree(s)
- SALS 230 Selling & Communication
- SALS 330 Advanced Selling
- SALS 410 Sales Management
- SALS 450 Executive Sales Strategy

Mar. 2017

- Community business engagement
- Brown & Brown
- Daytona Chamber Commerce
- Synergy Billing
- Fl. State Dept. of Health (DOH)
- Volusia County DOH

April 2017

- April 11th: OPEN HOUSE
- 26 companies

May 2017

- LBC 111 remodeling plans finalized & approved
- 5 video recording role-play labs
- 1 group role-play room
- additional faculty offices
- REMODEL BEGINS**
- MAY 22ND**

Timeline / Progress

June 2017

- Monitor construction
- Manage progress/timeline
- Additional faculty search

July 2017

- Community business engagement
- informal advisory board meeting
- curriculum refinement
- secure sponsorships

Aug 2017

August 2nd
RIBBON CUTTING
EVENT!

Aug. 24th Classes
Begin

Fall 2017 – Spring 2018

- 8 sections SALS 230 (Intro.) n160
- 3 sections SALS 330 (Adv.) n60
- 2 sections SALS 410 (Sales Mgmt.) n40
- 1 section SALS 450 (Sales Exec. Strat.)
- Have summer demand

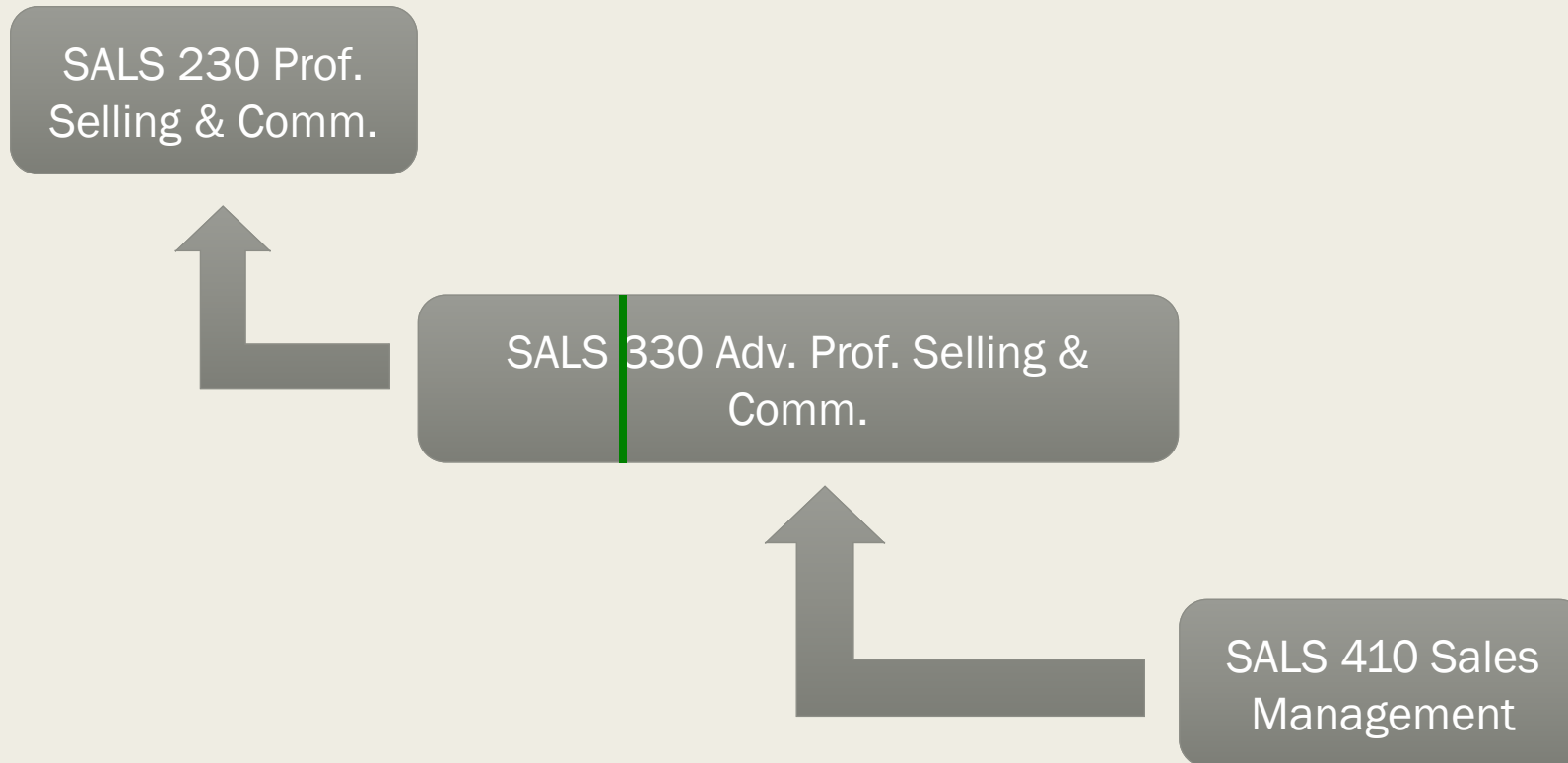
- 1st graduating cohort
 - 15 minors
 - 3 majors

- ICSC 13th
- NCSC – Rookie Program of the Year

An Integrated Professional Sales Program Culminating with Executive Sales Strategy

Course	Purpose	Pedagogy
Introduction to Professional Sales	Introduction to the basic consultative sales process, SPIN selling, professional expectations, interpersonal communication skills, and ethics (e.g., Castleberry & Tanner, 2018; Manning, Ahearne, & Reece, 2017)	Practical exercises and live, recorded role plays; Students participate in idiosyncratic, unscripted near-peer mentoring from Advanced Professional Sales students
Advanced Professional Sales	Continued focus and refinement of basic sales process using multiple models (e.g., Rackham, 1988 [SPIN]; Richardson, 1998; Sandler & Mattson, 2015) to link theory to practice (Loe & Inks, 2014); Preparation for entry level sales positions in B2C as well as B2B sales development	Full sales call and product demonstration role plays; Objections that have increased significantly in difficulty; Near-peer mentoring – Advanced students paired with introductory students in mentoring relationship -- grades tied to mentoring activities, via recorded sessions and reports submitted by mentors – mentors provide coaching, encouragement, and performance readiness reality checks (i.e., advanced learning via teaching; e.g., Zaniewski & Reinholz 2016); Inputs to CRM systems introduced in class discussions
Sales Management	Development of mindset of first level sales manager in terms of hiring, performance management, and compensation (e.g., Johnston & Marshall, 2016; Tanner, Honeycutt, & Erffmeyer, 2008; Zoltners, Sinha, & Zoltners, 2001)	Recorded role plays explore interviewing, writing and delivering performance appraisals, and terminating employees; Recorded POA (Plan of Action) meetings using Advanced students
Executive Sales Strategy	Understanding interdependence between sales and other C-level decisions in the firm; Analysis, debate, and judgment of the impact of complex buyer journey issues, balancing inbound- and outbound marketing, routes to market, compensation plans, and marketing investments on corporate profitability and cash flows	Reprise analysis: Revisiting “simple” case at end of semester; Focus on specific issues in depth, one at a time; Challenging and breaking down assumptions; Quantitative analysis of profitability; Interpreting CRM outputs associated with forecasting; Representative cases: <i>Sales Compensation Vignettes</i> (Cespedes, 2016), <i>New Science: Pioneering the Inside Sales Revolution</i> (Carter, 2017), <i>Daktronics (B) The Large Sports Venue Channel</i> (2012), and <i>Dropbox: Go to Market Sales Strategy</i> (Meister & Wong, 2017)
Industry or Context Electives	Allows students to tailor studies to specific contexts (e.g., technology, supply chain, sports, science, analytics)	Varies by course

Near-Peer Mentoring



Executive Sales Strategy Course

- Rationale
- Learning goals
- Reprise case methodology



Q&A