

PROFESSIONAL AGRI SELLING

Krannert Building

Dr. Scott Downey, Assistant Professor

Amy Cochran, Academic Coordinator

Phone: (765) 494-0589

Spring 2017

Dear AGECE 331 Students:

We are pleased that you have enrolled in our Professional Selling course. During this semester we will be examining many of the facets of professional selling and learning some of the skills that have proven to be highly useful whether you choose to become a professional salesperson or enter any other professional area. Almost every professional area will require you to sell yourself and your ideas to others.

The background of this course in professional selling originates in agribusiness. While historically this area of selling was highly specialized, today's agribusinesses share much in common with other business to business or technical selling situations. These same tools and techniques have proven highly useful in manufacturing, consumer product sales, pharmaceuticals, technical science industries, etc.

AGECE 331 relies heavily on experiential learning. While the concepts in the course are not particularly difficult to understand, their application and the depth of detail required may provide particular challenges for students on exams and quizzes.

We are all looking forward to working with you through this semester. Please feel free to contact us anytime you have a question.

Sincerely,



Dr. W. Scott Downey
Assistant Professor

Sincerely,



Amy L. Cochran
Co-Instructor

AGEC 33100

PROFESSIONAL AGRI SELLING

**Krannert Building, Room 790 (if you are on the Purdue campus and need us)
49-40589**

AGEC 33100 explores some of the human elements of business. It is designed for sophomores, juniors and seniors who plan a professional career in agribusiness or technical selling. Students wishing to better understand the business application of sales concepts and the organized presentation of persuasive business communications will also benefit. The course recognizes the wide diversity of backgrounds, interest areas, and problems young professionals are likely to face as they begin their careers. Therefore, our approach is highly pragmatic and attempts to give the student more than a glimpse of a wide array of concepts of human behavior and professional selling techniques.

PROFESSIONAL SELLING

Many students enter the business world through sales and graduates in many majors deal with salespeople in their roles; therefore, it seems important to understand what professional selling is and what the sales processes is really all about. Throughout the semester, students will learn about different aspects of buyer behavior, organized business communication, and psychology as it affects the sales of technical goods in industrial settings. Each student will interact with salespeople to learn first-hand some of the opportunities and frustrations of a career in selling. Each student will also prepare and make a sales presentation that is evaluated by a professional salesperson.

INSTRUCTORS:

Amy Cochran

Office: Krannert 790

Phone: 494-0589

Dr. Scott Downey

Office: Krannert 790

Phone: 494-4325

TEACHING ASSISTANTS:

Krannert 790

Phone: 494-0589

Allie Abney

Brandon Brunt

Luke Wildhaber

Peyton Rexing

OFFICE HOURS:

By Appointment

AGEC 331 WEBSITE:

Blackboard Learn

COURSE MATERIAL:

Reading:

ProSelling - Purchase at bookstores
or online at Amazon

Assignments and handouts:

Can be found on Blackboard Learn

PROCEDURES AND POLICIES

GRADING

Students will be evaluated objectively with quizzes and exams, and subjectively with both oral and written presentations. Most of the points in the course are associated with one major class project. In addition, a grade for activities will be included.

EXAM 1	100
EXAM 2	100
RSS PROJECT	600
RSS EXAM	160
RSS HOMEWORK	390
RSS Field Experience	50
QUIZZES	100
ACTIVITIES	100
TOTAL	1000

You will have access to your grades through Blackboard. We will post the grades several times throughout the semester. You will have one week to report any grade discrepancies for the assignments that are posted at the time. After one week the grades become permanent.

The nature of the assignments for the class and the customized responses to them are unique for a course of this size. Grading on the RSS assignments are determined in part from feedback of your TA and Instructor as well as professionals outside of the University. No matter how grades are broken down into letters, there will always be a few students who are close to the next letter grade. Your grade will not be rounded. Plan in advance to earn a higher grade. The Instructor reserves the right to amend or curve the letter grade structure below in the favor of students, if it is determined to be necessary at the end of the term.

Grade	Points required
A+	960
A	930
A-	900
B+	870
B	830
B-	800
C+	770
C	730
C-	700
D+	670
D	630
D-	600
F	Below 600

EXAMS

Three exams will be given during the semester. Two exams will be online through Blackboard. A third examination will be your Ready, Set, Sell! (RSS) Role Play on video that you will upload to Blackboard

The Ready, Set, Sell Exam involves your ability to video tape your sales call with your sales coach that you get approved for the RSS project and uploading to Blackboard. This is an in person role play, this cannot be done over the phone, Skype or any other means of technology. Be sure, when securing a sales coach that you have the ability to visit with him/her in person to complete this aspect of the project as it is worth 160 points of your final grade.

MAJOR PROJECT – Ready, Set, Sell!

Ready, Set, Sell! (RSS) is a major project. If any portion of it cannot be completed on schedule, it should be discussed as early as possible with the instructor. Failure to complete any portion successfully, will result in a failing grade.

QUIZZES

There will be at least 12 quizzes given over the course of the semester. The best 10 quiz grades will each be counted. Students will be quizzed over each chapter in the book.

CLASS LOGISTICS

RSS ASSIGNMENTS

a) Late Assignments:

Papers submitted after their due date will be penalized 5 points per calendar day for everyday they are late. In order to pass the class, all assignments must be submitted for a grade prior to the due date of your RSS Sales Call Exam. Failure to do so would mean failure in the course.

b) RSS HOMEWORK 13 – RSS FIELD EXPERIENCE

This assignment allows students the opportunity to view a professional interaction (face to face) between a salesperson and their customer. This must be done face to face. Phone calls, skype and other electronic methods are not acceptable unless other arrangements have been made with Amy. We understand however, that due to scheduling challenges not all students will be able to get this assignment completed. Because of this reason, you can still pass AGECE 331 even if you do not complete this. **This assignment is worth 50 points and is calculated into your total class points however, if you are unable to complete this assignment you are still very capable of receiving an A in this course as a final grade.**

GRADE APPEALS

Selling is a subjective activity. Correspondingly, many of the assignments for this course must be graded subjectively. In an effort to reduce variability in how scores are assigned, students are provided with grading rubrics for the majority of assignments and these same rubrics provide a framework for how the assignment will be evaluated by teaching

assistants, who will grade the majority of your work. Within that framework, there is still room for a great deal of subjective evaluation. For this reason, students are given the opportunity to review their grade on any assignment with the instructor. The mechanism for this is quite complex: just ask! We are happy to review any assignment or to discuss any dissatisfaction you may have with the course. It is not possible to resolve every issue in favor of students, but we will endeavor to consider your reasoned viewpoints about any aspect of the course. We welcome your ideas and feedback.

COMMUNICATION

Those of us with teaching responsibilities for this course are passionate about our subject matter and enjoy working with students. Students are encouraged to utilize email, telephones, or personal conversations with instructors if they are faced with difficulties in accomplishing tasks required for the course. Most challenges may be addressed with good communication and effort. Many reminders and instructions about course projects are communicated by email. Students are expected to check their email accounts daily and even more frequently on days of exams and quizzes.

MUTUAL RESPECT

We work hard to treat students as professionals. In this same vein, we expect that all students and teaching staff will be tolerant of multiple viewpoints, backgrounds, and experiences that are represented.

Nondiscrimination -- The existing Purdue University Nondiscrimination Policy: Purdue University is committed to maintaining a community which recognizes and values the inherent worth and dignity of every person; fosters tolerance, sensitivity, understanding, and mutual respect among its members; and encourages each individual to strive to reach his or her own potential. In pursuit of its goal of academic excellence, the University seeks to develop and nurture diversity. The University believes that diversity among its many members strengthens the institution, stimulates creativity, promotes the exchange of ideas, and enriches campus life.

Purdue University prohibits discrimination against any member of the University community on the basis of race, religion, color, sex, age, national origin or ancestry, marital status, parental status, sexual orientation, disability, or status as a veteran. The University will conduct its programs, services and activities consistent with applicable federal, state and local laws, regulations and orders and in conformance with the procedures and limitations as set forth in (http://www.purdue.edu/purdue/ea_eou_statement.html) which provides specific contractual rights and remedies.

Anti-Harassment Policy -- Strictly following and interpreting existing University Policy: Purdue University is committed to maintaining an environment that recognizes the inherent worth and dignity of every person; fosters tolerance, sensitivity, understanding and mutual respect; and encourages its members to strive to reach their potential. The most effective way to work toward preventing Harassment is through education that emphasizes respect for every individual.

Harassment in the workplace or the educational environment is unacceptable conduct and will not be tolerated. Purdue University is committed to maintaining an educational and work climate for faculty, staff and students that is positive and free from all forms of Harassment. This policy addresses Harassment in all forms, including Harassment toward

individuals with legally protected status for reasons of race, gender, religion, color, age, national origin or ancestry, genetic information or disability and Harassment toward individuals for other reasons such as sexual orientation, gender identity, gender expression, marital status or parental status. The University will not tolerate Harassment of its faculty, staff or students by persons conducting business with or visiting the University, even though such persons are not directly affiliated with the University.

Purdue Anti-Harassment Policy (III.C.1):

<http://www.purdue.edu/policies/ethics/iic1.html>

ACADEMIC DISHONESTY

The profession of selling has worked hard to improve its image as an ethical endeavor over the last several decades. It is necessary that professional salespeople avoid even the appearance of dishonesty. In demonstration of this important component of professional selling, we will expect a high standard of ethics among students in this course.

It is unfortunate that some students in past semesters have committed acts of academic dishonesty. The long history of this course and large numbers of students involved sometimes creates a false sense of anonymity leading to a perception that corners may be cut. Using papers from other semesters, fabricating information presented as legitimate, or submitting work from an experience that occurred prior to this semester or for another course are just a few of the ways in which students have acted dishonestly.

From conversations with these students, it seems most did not intend to act dishonest at the outset, but justified their poor decision on the basis that they were too busy, that scheduling was too complicated, or that others had gotten away with it. The justification does not matter. Cheating will not be tolerated in any form. Several students have had to retake the class, delay graduation, or have even had to leave the university as a result of this poor decision.

Students suspected of cheating will be dealt with on an individual basis. Please recognize that immediate dismissal from the class with a failing (F) grade is standard procedure. Suspension or dismissal from the university in accordance with University policy will be determined by the Dean of Students office.

Instructor:

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