

## SYLLABUS: MARKETING 4340 Sales Management

***Note: This is a sample syllabus for reference of Cairo University faculty member.  
Please contact Professor Hassan El Alfy for more information.***

**Course Description:** This course focuses on the Formulation, Implementation and Evaluation of Sales Execution. From developing a go to market strategy, choosing a sales methodology and establishing a successful sales culture; to development and implementation of The Talent Management System, the Rewards system and process and tools to support your sales force; and finally to evaluating your success via the metrics system, this course immerses students into the current issues of sales management. Students will study cases from the textbook, learn from the instructor's personal experience in leading sales organizations, and will develop their own Sales Execution Plan based on a business case they develop within teams during the term. The class culminates with each team presenting their Sales Execution Plan in written and verbal form.

**Grade Composition:** Final grade is computed on a 1000 point scale.

Class includes three written tests. The final is all-inclusive.

The first two tests are worth 100 points each.

The final is worth 100 points.

You will be responsible for submitting five papers as a team:

- 1) Your final business case description
- 2) Your Formulation Stage of the Plan
- 3) Your Implementation Stage of the Plan
- 4) Your Evaluation Stage of the Plan
- 5) Your complete Sales Execution Plan

Papers 1-4 are worth 100 points each.

Your final Sales Execution Plan is worth 250 points.

Class Participation is worth 50 points.

### **Week 1      August 23**

Class Introduction

Instructor Background

Student Background and Objectives

Review Syllabus

Discussion of Sales Execution: Strategy and Tactics

Formulation

Implementation

Evaluation and Control

Business case assignment: Form teams, discuss alternatives

Review Selling Skills from Marketing 4330/4331

Assignment for Week 2: Read Chapter 1, 2, 3 including Breakout Questions, Leadership Challenge and Mini case at the end of both Chapters  
Be Prepared to discuss Case 1.1  
Choose business case scenario, prepare development plan

**Week 2      August 30   Formulation**

**The Go To Market Strategy**

**Sales Methodology**

**Channels**

**Segmentation**

**Territory Design**

**Sales Culture**

**Values**

**Ethics**

Discuss Chapter 1, 2, 3

Review end of Chapter tasks

Teams discuss and defend their business case choices, detail their case development plan

Assignment: Read Chapter 4, Breakout Questions, Leadership Challenge and Mini Case  
Complete assignment on case 1.1  
Submit, Discuss, and Defend your Draft business case development plan

**Week 3    September 6**

Labor Day: NO CLASS

**Week 4    September 13 Formulation**

Teams discuss and defend their Business Case

Assignment: Read Chapter 5, Breakout Questions, Leadership Challenge and Mini Case  
Read Case 1.2 Health Care Office Solutions

### **Week 5 September 20 Formulation**

Discuss Chapter 4  
Review End of Chapter Tasks

Teams discuss and defend their Business Case

Assignment: teams begin development of the formulation stage

### **Week 6 September 27 Formulation**

Discuss Chapter 5  
Review End of Chapter Tasks

Discuss Progress on Formulation Section of Sales Execution Plan

Discuss Case 1.1: The Valley Winery

Review for Test #1

Assignment: Finalize Formulation section of Sales Execution Plan  
Submit Written Plan  
3 teams Discuss and Defend Verbally

**Start studying for Test #1**

### **Week 7 October 4 Implementation**

**The Motivation and Reward System**  
**Compensation Plan**  
**Sales Contests**  
**Recognition**

**The Talent Management System**  
**Sales Job Design: Clarity of Task**  
**Recruiting**  
**Hiring**  
**On Boarding**  
**Training**  
**Coaching**  
**Performance Management**  
**Development**  
**Career Progression**

**Process and Tools**  
**Operations Guide**  
**Sales Playbook**  
**Cadence**  
**Account Management**  
**Account Planning**  
**Strategy Sessions/War Games**

Review Formulation Stage

Submit written Formulations Stage strategy

3 Teams present and defend their Formulation Stage strategy

Review for Test # 1 Formulation Stage Chapters 1-5

Assignment: Read Chapter read Chapters 6,7 Breakout Questions, Leadership Challenge and Mini Case

## **Week 8 October 11 Implementation**

Test # 1 Chapters 1-5

Quota Setting

Guest Speaker: Mark Donnolo Principal Sales Globe

Assignment: Read Chapter 6, 7, 8 Breakout Questions, Leadership Challenge and Mini Case

### **Week 9 October 18 Implementation**

Discuss Chapter 6, 7, 8 Performance and Motivation

Review end of Chapter tasks

Managing a Branch Sales Office

Guest Speaker: Dan McMillan, Area Vice President, Verizon Business

Assignment: Read Chapters 9, 10, 11

### **Week 10 October 25 Implementation**

Discuss Chapters 9, 10, 11

Discuss: The Motivation and Reward System

Discuss: The Talent Management System

Assignment: Write Draft of The Motivation and Reward System Section  
Write Draft of The Talent Management System Section

### **Week 11 November 1 Implementation**

2 teams discuss/defend The Motivation and Reward System

2 teams discuss/defend The Talent Management System

Discuss Process and Tools

Sales Operations

Guest Speaker: Jim Gauthier, Director Sales Operations, Technisource

Assignment: Complete Final Implementation Plan

## **Week 12 November 8**

Submit Final Implementation Plan

Review for Test #2 Implementation Stage, Chapters 6-13

Discuss Evaluation Stage: The Metric System

Assignment: Read Chapter 12, 13

## **Week 13 November 15 Evaluation**

**The Metric System**

**Activity metrics**

**Funnel**

**Forecast**

**Daily Sales Report**

**Stack Rank**

**Monthly Reports**

**Sales**

**Revenue**

**Cost Analysis**

**P & L**

Test #2 Chapters 6-11

Discuss Chapter 12, 13

Assignment: Finalize Execution Plan

## **Week 14 November 22 NO CLASS THANKSGIVING BREAK**

## **Week 15 November 29**

Submit Final Evaluation section of Plan

2 teams Discuss/Defend Evaluation Stage

Discussion of Final Sales Execution Plan expectations

### **Week 16 December 6**

Complete Written Sales Execution Strategies Due

Final Sales Execution Plan Presentations: each team will have 10 minutes to present their plan

Review for Final Exam

### **Week 17 December 13**

Final Exam 4:30-7:00 PM

### **Student Responsibilities:**

1. This is not a class heavy in reading assignments but your grade will depend on the amount of work you put in outside of the classroom in terms of class preparation, written assignments, role play practice and presentation practice. When work is assigned you will be expected to do it.

2. Attend class and be prepared to contribute. Your input is important to everyone in the class but especially to you! You cannot learn how to sell by reading or watching others. You learn by DOING.
3. Please be on time. Being late for class shows a lack of respect for your classmates and poor preparation on your part.
4. Read the assignments before class and be prepared to discuss them intelligently.
5. Ask questions. Make sure that you understand the topics before the test.
6. Practice the value proposition, role plays, and presentations with classmates and friends outside of class. Practice brings familiarity and confidence. Confidence results in excellent performance.
7. Find relevant topics on your own and bring them to class for discussion. This is your education.

**Instructor Responsibilities:**

1. Provide the maximum amount of education to the student.
2. Use practical experience to augment the curriculum.
3. Be on time and be prepared to teach.
4. Listen to student questions and concerns.
5. Provide feedback to students throughout the term.
6. Return all work on time.
7. Be accessible to students

Grading will be as follows:

97% - 100% = A+  
93% - 96.99% = A  
90 - 92.99% = A-  
87 - 89.99% = B+  
83 - 86.99% = B  
80 - 82.99% = B-  
77 - 79.99% = C+  
73 - 76.99% = C  
70 - 72.99% = C-  
60 - 69.99% = D  
Below 60% = F

**ACADEMIC HONESTY**

Students are expected to recognize and uphold standards of intellectual and academic integrity. The university assumes as a basic and a minimum standard of conduct in academic matters that students be honest and that they submit for credit only to products



of their own efforts. Students should be familiar with the university's policy on issues such as plagiarism, cheating on exams, unauthorized collaboration, falsification, and multiple submissions. Lack of knowledge of this policy is not an acceptable defense to any charge of academic dishonesty. There is a one strike policy. Cheat once and you are out of class. No exceptions!

**Students With Disabilities:** Students who have a Letter of Accommodation from the Office of Disability Services should identify themselves to the instructor of this course as soon as possible. That way provisions can be made to help you become as successful as possible.

**Disruptive Behavior: The following is from the University's Disruptive Behavior Policy.** Disruptive student behavior is student behavior in a classroom or other learning environment (to include both on and off campus locations), which disrupts the educational process. Disruptive class behavior is defined by the instructor. Such behavior includes, but is not limited to, verbal or physical threats, repeated obscenities, and unreasonable interference with class discussion, making/receiving personal phone calls or pages during class, leaving and entering class frequently in the absence of notice to instructor of illness or other extenuating circumstances, and persisting in disruptive personal conversations with other class members. For purposes of this policy, it may also be considered disruptive behavior for a student to exhibit threatening, intimidating, or other inappropriate behavior toward the instructor or classmates outside of class. When disruptive behavior occurs in a class the instructor will warn the student. The warning will consist of orally notifying the student that his/her behavior is disruptive and that it must cease immediately or the student will face removal from the classes.

**Mutual Respect.** This class is based on engagement, involvement and some measure of risk taking. It is my job to make the classroom a safe place to take academic risks in order to learn and grow. Everyone will be asked their opinions, everyone will make a presentation and everyone will do a role play. Thus everyone, (including you), will take the risk of being criticized in public. Constructive criticism is a great learning tool and we're all here to learn. Destructive criticism serves no positive purpose and is unacceptable in this class. So feel free to disagree with something someone is saying or a view point (POV) they are putting forth. But make your point by acknowledging the good in what they say and respectfully disagreeing with their POV on the specific issue. If you follow a respectful disagreement on facts, or issues, or analysis in Business School, you will develop a habit that will carry you further in your career than if you purposefully slam everyone who does not hold the same POV that you do. Besides, if you are to be successful in this class or in your career, you have to do your best to make everyone in the class or in your organization as successful as you hope to be. Success begins with Mutual Respect and we will practice that in the class as well.

**Attendance and Preparation for Class:** You need to come to class. Every class. And you need to stay for the entire class. This class is based on discussion and in class presentations and role plays. Much that will be presented in discussion sessions is simply not in the book. So, be in class or you miss the learning – and you will probably need

that learning for the examinations. If you have to be absent please send me an email in advance explaining why and ask a classmate to share their notes. But if you don't come to class you will NOT learn what you are supposed to and you will NOT get a good grade.

**Late Assignments and Make Up Tests:** All assignments are due at the beginning of class on the day they are due. Assignments handed in after the beginning of class will be reduced the equivalent of 1/3<sup>rd</sup> letter grade for the first 24 hour period they are late and a FULL letter grade for each subsequent 24 hours they are late. You can email assignments to me or hand them to me before the beginning of class.

Except in dire emergency there are no make-up tests. Make-up tests may only be arranged BEFORE the time of the examination (that means call or email or see me ahead of time). Excuses such as one other test on the same date, hangovers, and social events are not valid excuses. You must make up a missed test before the start of the next class.

