



## MKG360: STRATEGIC BUSINESS-TO-BUSINESS SALES

**Credit Hours:** 3

**Contact Hours:** This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

**Faculty Information:** Faculty contact information and office hours can be found on the faculty profile page.

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### COURSE DESCRIPTION AND OUTCOMES

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**COURSE DESCRIPTION:**

This course addresses the complex and demanding responsibilities of business-to-business (B2B) sales. Topics include networking; negotiations; building relationships; understanding customer expectations and buyer behavior; personal branding and gatekeepers; ethics; and developing a technology-based sales plan. The basics of B2B sales from pre-prospecting through the purchase and follow-up steps are reviewed and compared to consumer selling. Additionally, the impact of digital marketing and technology on B2B sales will be analyzed.

**COURSE OVERVIEW:**

MKG360 gives you an overview of business-to-business (B2B) sales. You will learn basic sales techniques that are applicable when working for a firm selling to other firms. Further, the course will cover personal branding, consultative selling, negotiating, and ethical sales behavior. When you have completed this course, you will be well prepared to step right into a vibrant career of B2B sales.

**COURSE LEARNING OUTCOMES:**

1. Explain fundamental concepts of B2B sales and its differences with consumer selling.
2. Describe the effective methods for generating new accounts and building relationships with B2B sales partners.
3. Explain the basic selling models and evolving trends in sales force organizations, with an eye on the impact of digital marketing on the overall field.
4. Explain the processes for prospecting, qualifying, closing, and building a sales funnel.
5. Highlight the differences between consultative and relationship selling in the B2B space.
6. Develop a personal brand and strategy using latest technology to improve building B2B relationships and sales performance.
7. Explain fundamental concepts of B2B sales and its differences with consumer selling.

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## PARTICIPATION & ATTENDANCE

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Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

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## COURSE MATERIALS

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### Required:

Chickering, L., & Geesey, J. (2018). *Business to business sales: The ultimate guide to success*. Dubuque, IA: Great River Learning. ISBN: 9781680759143

**NOTE:** All non-textbook required readings and materials necessary to complete assignments, discussions, and/or supplemental or required exercises are provided within the course itself. Please read through each course module carefully.

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## COURSE SCHEDULE

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### Due Dates

The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- **Discussion Boards:** The original post must be completed by Thursday at 11:59 p.m. MT and peer responses posted by Sunday 11:59 p.m. MT. Late posts may not be awarded points.
- **Opening Exercises:** Take the Opening Exercise before reading each week's content to see which areas you will need to focus on. You may take these exercises as many times as you need. The Opening Exercises will not affect your final grade.
- **Mastery Exercises:** Students may access and retake Mastery Exercises through the last day of class until they achieve the scores they desire.
- **Critical Thinking:** Assignments are due Sunday at 11:59 p.m. MT.

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## WEEKLY READING AND ASSIGNMENT DETAILS

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### MODULE 1

#### Readings

- Chapter 1 in *Business to Business Sales*
- 10 steps to building your personal brand. (n.d.). Retrieved from <https://digitalmarketinginstitute.com/en-us/blog/2017-11-09-10-steps-to-building-your-personal-brand-on-social-media>
- Saltz, J. (2014, January 26). History of the selfie. Retrieved from <http://www.vulture.com/2014/01/history-of-the-selfie.html>

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Critical Thinking (70 points)**

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

#### **Option #1: Mobile Devices and Social Networking in Selling Process**

In 2014, nearly half of the small businesses that reported that social networks boosted sales used social networking in multiple business-development and sales capacities, including identifying requests for proposals, networking with new and existing customers, and promoting their own business (Hubspot, 2015). Users are increasingly turning to their mobile devices to view information and to interact on social networking sites.

1. Discuss how to respond to the challenges and opportunities that mobile devices and social networking present in the selling process.
2. How does personal branding affect the sales process?

#### **Requirements:**

- Answer the question in a three- to four-page paper. Paper length does not include the required cover and reference pages.
- Format the entire paper according to the CSU-Global Guide to Writing & APA.
- To support your responses, cite a minimum of three sources in addition to your textbook (two of your sources should be peer-reviewed, scholarly sources). The CSU-Global library is a great place to find these resources.
- Refer to the Critical Thinking Assignment rubric available in Module 1 for information on grading details.

#### **References**

Hubspot (2015). The ultimate list of marketing statistics. Retrieved from <http://www.hubspot.com/marketing-statistics>

#### **Option #2: Create or Upgrade your Personal Brand through LinkedIn**

For this assignment, provide a link to your LinkedIn page that you have created or modified to help build your personal brand. Discuss how you incorporated the information gained from Chapter 1 in the textbook such as personal appearance, 7/11 rule, and individual brand.

Additionally, explain how you will expand your personal and individual brand to help improve your ability to network, build relationships, or highlight your expertise.

Write a paper that provides the highlights of your LinkedIn page and what you plan on doing to build your personal and individual brand.

#### **Requirements:**

- Your paper should be three to four pages in length, not including the required cover and reference pages.
- Format the entire paper according to the CSU-Global Guide to Writing & APA.
- To support your responses, cite a minimum of three sources in addition to your textbook (two of

your sources should be peer-reviewed, scholarly sources). The CSU-Global library is a great place to find these resources.

- Refer to the Critical Thinking Assignment Rubric available in Module 1 for information on grading details.

### **Mastery Exercise (10 points)**

### **Portfolio Milestone (25 points)**

Of the following two assignment options, choose the one that corresponds to the option of final Portfolio Project you wish to complete in Week 8. You will complete the same option of Milestone in Weeks 4 and 7 as well. Do not do both assignments. Identify your assignment choice in the title of your submission.

#### **Option #1: Sales Call Presentation: Identifying Prospective Customers for a U.S.-based Domestic Company**

Complete this option if you have chosen to complete the Option #1 Portfolio Project. Please review the Portfolio Project options in Module 8.

- Please sign up (free) for Screencast-o-matic to use as a video presentation format for your final presentation in Week 8.
- This week, imagine you are a salesperson for a business software company. You should select the ways you will incorporate your personal brand and the prospective customer.
- Identifying prospective customers: In a slide presentation:
  - Identify a prospective customer. Include the customer's name, the industry the customer is in, and a brief description of his or her needs; and
  - Identify your offering through your personal and/or individual brand. Consider how you could potentially sell to the prospective customer.

Requirements:

- Create a presentation of three to four slides (not including the required cover and references slides) that introduces your selected organization and the product or service that you will sell to your prospective customer. You may use a program such as Prezi, PowerPoint, Google Slides, or a similar program.
- Format your entire presentation according to the CSU-Global Guide to Writing & APA. You can also refer to the Library's guide to visual presentations.
- Refer to the Portfolio Project Milestone grading rubric available in Module 1 for information on grading details.

#### **Option #2: Sales Call Presentation: Identifying Prospective Customers for an International Company**

Complete this option if you have chosen to complete the Option #2 Portfolio Project. Please review the Portfolio Project options in Module 8.

Please sign up (free) for Screencast-o-matic to use as a video presentation format for your final presentation in Week 8.

1. This week, for Option #2, you are a salesperson for a business software company. You should select the ways you will incorporate your personal brand and the prospective customer.
2. Identifying prospective customers: In a slide presentation:

- Identify a prospective customer. Include the customer's name, the customer's industry, and a brief description of his or her needs. Identify your offering through your personal and/or individual brand. Consider how you could potentially sell to the prospective customer.

**Requirements:**

- Create a presentation of three to four slides (not including the required cover and references slides) that introduces your selected organization and the product or service you will sell to your prospective customer. You may use a program such as Prezi, PowerPoint, Google Slides, or a similar program.
- Format your entire presentation according to the CSU-Global Guide to Writing & APA. You can also refer to the Library's guide to visual presentations.
- Refer to the Portfolio Project Milestone grading rubric available in Module 1 for information on grading details.

## **MODULE 2**

### **Readings**

- Chapter 2 in *Business to Business Sales*
- The vital role of trust and spirit in b2b selling--featuring Chris Beall, CEO [Video file]. (n.d.). Retrieved from <https://www.sellingpower.com/videos/-wF6F-utNT8/the-vital-role-of-trust-and-spirit-in-b2b-selling>
- Tyre, D. (2016, February 29). Sales isn't about you. Retrieved from <https://blog.hubspot.com/sales/sales-is-about-buyers>

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Critical Thinking (60 points)**

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

#### **Option #1: Business-to-Business Sales Course**

Watch the video and then answer the questions that follow.

Video Title: Business to Business Sales

1. What key points are takeaways for effective B2B salespeople?
2. Are there areas that you feel were missed in the video? Explain.
3. What surprised you about the information covered? Was there anything you found new? Explain.
4. Prior to the course, did you think everything in sales was from the company to the consumer (B2C) and not B2B? Elaborate on your answer.

**Requirements:**

- Your answer is in the form of a paper that should be three to four pages in length, not including the required cover and reference pages.
- Cite a minimum of three sources in addition to your textbook (two should be peer-reviewed, scholarly sources) to support your responses. The CSU-Global Library is a great place to find these resources.
- Format your entire paper according to the CSU-Global Guide to Writing & APA.

- Your paper should be well-written using excellent grammar and style techniques. Be concise. Be logical. You are being graded, in part, on the quality of your writing. If you need assistance with your writing style, visit the Writing Center, accessible from the Library's homepage.
- Refer to the Critical Thinking rubric available in Module 2 for information on grading details.

### **Option #2: Transition from Product Selling to Key Account Selling**

Give a short overview of the Real Time case below and answer the following questions in a paper.

### **New Customer Acquisitions**

In a three- to four-page paper, respond to the questions below.

1. What types of companies are the easiest to approach?
2. How can you shift demand and/or create new demand for OrderGroove?
3. What will be the value proposition you will use to attract customers?
4. Explain how you will utilize or sell OrderGroove's key problem-solving capabilities?

Requirements:

- Your paper should be three to four pages in length, not including the required cover and reference pages.
- Cite a minimum of three sources in addition to your textbook (two of which should be peer-reviewed, scholarly sources) to support your responses. The CSU-Global library is a great place to find these resources.
- Format your entire paper according to the CSU-Global Guide to Writing & APA.
- Your paper must be well-written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with the Writing Center, accessible from the Library's homepage.
- Refer to the Critical Thinking rubric available in Module 2 for information on grading details.

### **Mastery Exercise (10 points)**

## **MODULE 3**

### **Readings**

- Chapters 4 & 6 in *Business to Business Sales*
- The role of strategic account management [Video file]. (n.d.). Retrieved from <https://www.sellingpower.com/videos/kjC5UVWOkRs/the-role-of-strategic-account-management>
- Schultz, M. (n.d.) 5 ways strategic account management and selling are different. Retrieved from <https://www.sellingpower.com/videos/kjC5UVWOkRs/the-role-of-strategic-account-management>
- Personal effectiveness [Video file]. (2018, June 25). Retrieved from <https://www.lynda.com/Leadership-Management-tutorials/Personal-Effectiveness-Tips/580626-2.html?srchtrk=index%3a3%0alinktypeid%3a2%0aq%3aCovey%27s+Seven+habits+of+highly+effective+people%0apage%3a1%0as%3arelevance%0asa%3atrue%0aproducttypeid%3a2>

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Mastery Exercise (10 points)**

### **Critical Thinking (60 points)**

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

### **Option #1: Dealing with a Strong Competitive Threat in a B2B Sales Situation**

Read the following Real Time case study and respond to the questions below.

Customer Retention Strategies

#### **Overview:**

The case presents the sequence of events that occurred when a global leader in automated-information management technology had to compete to retain one of its key customers. It presents the environment for B2B sales and the challenges facing the company in a fiercely competitive scenario. The case describes in detail the politics and personalities involved and the importance of relationships and optimism in making sales.

Answer the following question in a paper:

1. What strategies would you explore to retain this customer?
2. How might your technology edge help in this effort?
3. Is this a relationship-selling or consultative-selling opportunity? Why do you say so?

#### **Requirements:**

- Your paper should be three to four pages in length, not including the required cover and reference pages.
- Cite a minimum of three sources in addition to your textbook (two of which should be peer-reviewed, scholarly sources) to support your responses. The CSU-Global library is a great place to find these resources.
- Format your entire paper according to the CSU-Global Guide to Writing & APA.
- Your paper must be well-written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with the Writing Center, accessible from the Library's homepage.
- Refer to the Critical Thinking rubric in Module 3 for more information on expectations.

### **Option #2: New Customer Acquisitions, Part II**

Read the following Real Time case study and respond to the questions below.

New Customer Acquisitions

1. Provide strategies you would use to retain customers for OrderGroove.
2. How will you use technology tools to keep in touch with your customers?
3. What are some personal or individual branding techniques you will employ to retain customers for OrderGroove?
4. Explain how you can create a barrier of entry for OrderGoove to retain customers.

Requirements:

- Your paper should be three to four pages in length, not including the required cover and reference pages.
  - Format your entire paper according to the CSU-Global Guide to Writing & APA.
  - Your paper must be well-written using excellent grammar and style techniques. Be concise. Be logical.
  - You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with the Writing Center, accessible from the Library's homepage.
  - Cite a minimum of three sources in addition to your textbook (two of which should be peer-reviewed, scholarly sources) to support your responses. The CSU-Global Library is a great place to find these resources.
- Refer to the Critical Thinking rubric in Module 3 for more information on expectations for this assignment.

## MODULE 4

### Readings

- Chapters 3 & 5 in *Business to Business Sales*
- Kalra, A., Agnihotri, R., Chaker, N. N., Singh, R. K., & Das, B. K. (2017). Connect within to connect outside. Effect of salespeople's political skill on relationship performance. *Journal of Personal Selling & Sales Management*, 37(4), 332-348.
- CRM Innovation Editors. (2014, February 11). L'oreal Australia maps sales reps' activities with CRM tool. *Enterprise Innovation.net*. Retrieved from <http://enterpriseinnovation.net/article/loreal-australia-maps-sales-reps-activities-crm-tool-1754449503>

### Opening Exercise (0 points)

### Discussion (25 points)

### Mastery Exercise (10 points)

### Critical Thinking (60 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

#### **Option #1: Networking Methodologies**

According to Chapter 5 in the textbook, there are many networking methodologies that are open to the B2B salesperson. Choose three from the list and write a paper explaining your choices.

Answer the following in your paper:

1. What specific criteria did you use to inform your choices?
2. Do have any experience with any on the list? Give specific details.
3. Of your choices, are there some that might be most beneficial (based on your industry, skill set, comfort level, etc.)?
4. How will you start now to develop a valuable "networking footprint"? Will this help you progress higher in your current position and/or get a better position?

Requirements:

- Your paper should be three to four pages in length, not including the required cover and reference pages.



- Format your entire paper according to the CSU-Global Guide to Writing & APA.
- Your paper must be well-written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with the Writing Center, accessible from the Library's homepage.
- Cite a minimum of three sources in addition to your textbook — two of which should be peer-reviewed, scholarly sources — to support your responses. The CSU-Global Library is a great place to find these resources.
- Refer to the Critical Thinking rubric in Module 3 for more information on expectations for this assignment.

## **Option #2: CRM Vendors**

There are many CRM vendors in the marketplace today, from the largest — Salesforce.com — to many much smaller vendors, such as Insightly. The following article gives an overview of 10 of them in 2018:

McLaughlin, M. K., & Marvin, R. (2018, September 25). The best CRM software of 2018. Retrieved from <https://www.pcmag.com/article2/0,2817,2367263,00.asp>

Write a paper and compare the three editors' choices, answering the following.

1. What are the annual revenues, various service offerings, and pricing of each of the three?
2. Why did they receive the editors' choice "award"?
3. Who are their target markets?
4. Which would you choose for your firm? Why?
5. Are there any other factors that contribute to the comparison?

NOTE: You will have to do some research on each of the firms by looking at their websites, social media presence (FB, LinkedIn, Twitter, etc.), and even places like Gartner and Forrester (research firms). You also may use tables, graphs, and images to make your case.

Requirements:

- Your paper should be three to four pages in length, not including the required cover and reference pages or any tables, graphs, and images you include.
- Format your entire paper according to the CSU-Global Guide to Writing & APA.
- Your paper must be well-written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with the Writing Center, accessible from the Library's homepage.
- In addition to your textbook, cite a minimum of three sources — two of which should be peer-reviewed, scholarly sources — to support your responses. The CSU-Global Library is a great place to find these resources.
- Refer to the Critical Thinking rubric in Module 4 for more information on expectations for this assignment.

## **Portfolio Milestone (25 points)**

Of the following two assignment options, choose the one that corresponds to the option of final Portfolio Project you wish to complete in Week 8. You will complete the same option of Milestone in Weeks 1 and 7 as well. Do not do both assignments. Identify your assignment choice in the title of your submission.

## **Option #1: Sales Call Presentation: Identifying Prospective Customers for a U.S. Domestic Company**

Complete this option if you have chosen to complete the Option #1 Portfolio Project. Please review the Portfolio Project options in Module 8.

You are a salesperson for a domestic sales organization of your choice. For this assignment, create a slide presentation that addresses the following:

- Identify a prospective customer.
- Consider how you would introduce your organization and how you would gain a prospect's attention.
- Include the customer's name, the industry the customer is in, and a brief description of his or her needs; then, identify your offering through your personal and/or individual brand.
- Your presentation should create a transition into needs identification.
- Consider how you could potentially sell to the prospective customer.

Requirements:

- Your presentation should be three to four slides (not including the required cover and references slides) and introduce your selected organization and the product or service you will sell to your prospective customer.
- You may use a program such as Prezi, PowerPoint, Google Slides, or a similar program.
- Format your entire presentation according to the CSU-Global Guide to Writing & APA. You can also refer to the Library's guide to visual presentations.
- Refer to the Portfolio Project Milestone grading rubric available in Module 4 for information on grading details.

NOTE: Please sign up (for free) for [Screencast-o-matic](#) to use as a video presentation format for your final presentation in Week 8.

### **Option #2: Sales Call Presentation: Identifying Prospective Customers for an International Company**

Complete this option if you have chosen to complete the Option #2 Portfolio Project. Please review the Portfolio Project options in Module 8.

You are a salesperson for an international sales organization of your choice. For this assignment, create a slide presentation to address the following:

- Identify a prospective customer.
- Consider how you would introduce your organization and how you would gain a prospect's attention.
- Include the customer's name, the customer's industry, and a brief description of his or her needs; then, identify your offering through your personal and/or individual brand.
- Your presentation should create a transition into needs identification.
- Consider how you could potentially sell to the prospective customer.

Requirements:

- Your presentation should be three to four slides (not including the required cover and references slides) that introduces your selected organization and the product or service you will sell to your prospective customer.
- You may use a program such as Prezi, PowerPoint, Google Slides, or a similar program.
- Format your entire presentation according to the CSU-Global Guide to Writing & APA. You can also refer to the Library's guide to visual presentations.

- Refer to the Portfolio Project Milestone Rubric available in Module 4 for information on grading details.
- Please sign up (for free) for Screencast-o-matic to use as a video presentation format for your final presentation in Week 8.

## MODULE 5

### Readings

- Review Chapter 3 in *Business to Business Sales*
- Marr, B. (2018, August 3). The 4<sup>th</sup> industrial revolution is here: Are you ready? Retrieved from <https://www.forbes.com/sites/bernardmarr/2018/08/13/the-4th-industrial-revolution-is-here-are-you-ready/#623f8e37628b>
- Tracy, B. (n.d.). The 80/20 rule explained. Retrieved from <https://www.briantracy.com/blog/personal-success/how-to-use-the-80-20-rule-pareto-principle/>

### Opening Exercise (0 points)

### Discussion (25 points)

### Mastery Exercise (10 points)

### Critical Thinking (60 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

#### **Option #1: Technology and the Fourth Industrial Revolution**

In chapter 3 of the textbook, the Fourth Industrial Revolution Is discussed. Technology is the driver of this new era, and one key component is sales enablement software. After watching the following video and reading the following article on sales enablement software, write a paper that answers the questions that follow.

- Video: Sales Enablement Simplified.
  - Article: Top 15 sales enablement vendors in 2019.
1. What is the history behind this new trend in sales?
  2. How will this approach aid a salesperson to be more effective?
  3. Choose two vendors from the list of the top 15 and describe their contribution to the sales process and why you would recommend them.

#### **Requirements:**

- Your paper should be three to four pages in length, not including the required cover and reference pages.
- In addition to your textbook, cite a minimum of three sources — two of which should be peer-reviewed, scholarly sources — to support your responses. The CSU-Global library is a great place to find these resources.
- Format your entire paper according to the CSU-Global Guide to Writing & APA.
- Your paper must be well-written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with the Writing Center, accessible from the Library's homepage.
- Refer to the Critical Thinking rubric in Module 5 for more information on expectations for this assignment.

## Option #2: Best Practices

In chapter 3 of the textbook, the Fourth Industrial Revolution is discussed. Technology is the driver of this new era, and one key component is social media. Watch the following video and then answer the questions that follow. Video: Best Practices for ROI on Social and Sales

1. What are the 4 steps Shih outlines?
2. Which one do you feel is most important and why?
3. How does this content inspire you to choose a career in sales and especially in social selling?

Requirements:

- Your paper should be three to four pages in length, not including the required cover and reference pages.
- In addition to your textbook, cite a minimum of three sources — two of which should be peer-reviewed, scholarly sources — to support your responses. The CSU-Global library is a great place to find these resources.
- Format your entire paper according to the CSU-Global Guide to Writing & APA.
- Your paper must be well-written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with the Writing Center, accessible from the Library's homepage.
- Refer to the Critical Thinking rubric in Module 5 for more information on expectations for this assignment.

## MODULE 6

### Readings

- Chapter 10 in *Business to Business Sales*
- Tanner, E. C., Tanner, J. F., & Wakefield, K. (2015). Panacea or paradox? The moderating role of ethical climate. *Journal of Personal Selling & Sales Management*, 35(2), 175-190.
- Valentine, S., Fleischman, G., & Godkin, L. (2015). Rogues in the ranks of selling organizations: Using corporate ethics to manage workplace bullying and job satisfaction. *Journal of Personal Selling & Sales Management*, 35(2), 143-163.
- APS Code of Conduct. (n.d.). Retrieved from <https://www.associationofprofessionalsales.com/professional-development/sales-code-conduct-aps-ethical-professional/>

### Opening Exercise (0 points)

### Discussion (25 points)

### Mastery Exercise (10 points)

### Critical Thinking (60 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

## Option #1: Sales and Ethics

In this assignment, you will read and respond to the following case study in a paper. The requirements for the paper can be found below.

## Case Study:

Mike O'Brien is a new B2B sales representative for a U.S.-based construction equipment company with responsibilities for the Asian and Eastern European markets. Thanks to a multimillion-dollar loan from the World Bank, one of the less-developed nations in Africa is able to shop for equipment to improve the country's road system. Mike's company is one of several around the world invited to submit a proposal. Mike is responsible for coordinating the development of the proposal, which is to include a long-term parts-and-service contract.

In his first meeting with the government minister responsible for the purchase, Mike is made aware that if his company wins the contract, it would be expected to pay the minister \$100,000 in U.S. currency as well as provide a 10% commission on future parts-and-service revenues. Mike's firm is bound by the U.S. Foreign Corrupt Practices Act and has a policy forbidding accepting or offering bribes. But he knows plenty of contractors still do this sort of practice to win projects.

Mike's experience before this current assignment entailed calling on contractors in the United States and coordinating military purchases in Europe. He has no experience with the present situation he faces, but he knows that getting this contract would be a major deal, both for the company and for his personal commission income.

### Requirements:

1. In your paper, address the following:
  - a. The sales ethics at work here. Is it ever okay to take bribes or grease payments? What are the requirements under foreign law?
  - b. What options does Mike have that will ensure him the award of the contract? How would you, if you were Mike, handle this situation?
  - c. Your paper should be three to four pages in length, not including the required cover and reference pages.
  - d. In addition to your textbook, cite a minimum of three sources — two of which should be peer-reviewed, scholarly sources — to support your responses. The CSU-Global library is a great place to find these resources.
2. Format your entire paper according to the CSU-Global Guide to Writing & APA.
3. Your paper must be well-written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with the Writing Center, accessible from the Library's homepage.
4. Refer to the Critical Thinking rubric in Module 6 for more information on expectations for this assignment.

### Option #2: Ethical Dilemmas

Ethical dilemmas arise every day in selling. Sales professionals must realize the need to be honest when selling, as there are conflicting demands from the sales organization, customers, and colleagues. Consider the following scenario and answer in a paper the questions that follow.

### Scenario:

Lindsay is a highly intelligent 24-year-old with superior people skills. Within two years of employment, she has been promoted from trainee to consultant to senior account manager because of her dynamic

capacity to nurture client relationships and close deals. Lindsey is on the fast track to upper management, but she came face-to-face with a monumental moral dilemma when meeting with one of her first major sales clients, Kenny, the chief executive officer at Second People's Bank.

Kenny is the decision maker for the bank's software services. Kenny advised Lindsey that he makes all decisions based upon the physical attributes of vendors. When meeting with Kenny, Lindsey did not know how to respond. She knew that her products and services were superior to others, but Kenny was only interested in her physical appearance and made that known throughout their meeting.

In a paper, address Lindsay's dilemma and identify the stakeholders and conflicting demands. Provide a strategy on what steps she can take and how she can resolve the situation, especially thinking about the impact to her firm: Intelligent Software.

Requirements:

1. Your paper should be three to four pages in length, not including the required cover and reference pages.
  - a. In addition to your textbook, cite a minimum of three sources — two of which should be peer-reviewed, scholarly sources — to support your responses. The CSU-Global library is a great place to find these resources.
2. Format your entire paper according to the CSU-Global Guide to Writing & APA.
3. Your paper must be well-written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with the Writing Center, accessible from the Library's homepage.
4. Refer to the Critical Thinking rubric in Module 6 for more information on expectations for this assignment.

## MODULE 7

### Readings

- Chapters 7 & 8 in *Business to Business Sales*
- Brian Tracy on consultative selling versus normal selling [Video file]. (n.d.). Retrieved from <https://www.youtube.com/watch?v=FBgRuRDIqSU>

### Opening Exercise (0 points)

### Discussion (25 points)

### Mastery Exercise (10 points)

### Portfolio Milestone (25 points)

Of the following two assignment options, choose the one that corresponds to the option of final Portfolio Project you wish to complete in Week 8. You should have completed the same option of Milestone in Weeks 1 and 4 as well. Do not do both assignments. Identify your assignment choice in the title of your submission.

#### **Option #1: Milestone: Identify Needs for Option #1**

For the Option 1 Milestone, which you will complete only if choosing the option 1 Portfolio Project Assignment in Module 8, discuss decision criteria and the people involved in the decision-making process. What type of approach will you take: Relationship or Consultative?

Requirements:

- Your answer is in the form of a paper, one to two pages in length, not including the required cover and reference pages.
- Cite a minimum of one scholarly source in addition to your textbook to support your responses. The CSU-Global library is a great place to find these resources.
- Format your entire paper according to the CSU-Global Guide to Writing & APA.
- Your paper must be well-written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with the Writing Center, accessible from the Library's homepage.
- Refer to the Portfolio Project Milestone rubric in Module 7 for more information on expectations for this assignment.

### **Option #2: Identify Needs for Option #2**

Discuss decision criteria and the people involved in the decision-making process. What type of approach will you take, Relationship or Consultative?

Requirements:

- Your paper should be one to two pages in length, not including the required cover and reference pages.
- Cite a minimum of one scholarly source in addition to your textbook to support your responses. The CSU-Global library is a great place to find these resources.
- Format your entire paper according to the CSU-Global Guide to Writing & APA.
- Your paper must be well-written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with the Writing Center, accessible from the Library's homepage.
- Refer to the Portfolio Project Milestone rubric in Module 7 for more information on expectations for this assignment.

## **MODULE 8**

### **Readings**

- Review Chapters 7 & 8 in *Business to Business Sales*
- Time-tested sales closing techniques with Tom Hopkins [Video file] (n.d.). Retrieved from [https://www.sellingpower.com/videos/JYvCYn\\_2TcY/time-tested-sales-closing-techniques-with-tom-hopkins](https://www.sellingpower.com/videos/JYvCYn_2TcY/time-tested-sales-closing-techniques-with-tom-hopkins)
- Robertson, K. (2018, July 26). How to create a powerful sales presentation. Retrieved from <https://www.thebalancesmb.com/how-to-create-a-powerful-sales-presentation-2948462>

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Mastery Exercise (10 points)**

### **Portfolio Project (275 points)**

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission. Note that you are completing the same option of Portfolio Project as you have the Portfolio Project Milestones in Modules 1, 4, and 7.

### **Option #1: Video Sales Presentation – U.S. Domestic Market**

Successful selling is based on planning and preparation before the sales call and sales presentation. One of the most important areas of preparation pertains to understanding a product's features and how those features might solve buyers' needs.

The link between product features and buyers' needs is accomplished by converting a product's features into benefits for the U.S. domestic market business. Benefits are solutions to needs. It is important to realize that specific product features may yield different benefits to different buyers. Thus, preparation includes imagining the variety of buyers' needs that a feature might address and how to uncover potential benefits through questioning and use of consultative or relationship selling.

The objective of the sales presentation assignment is to gain experience applying the selling process by planning for and preparing a formal sales presentation to meet the needs of a customer. This assignment will help you apply and integrate all of the course objectives for MKG360. The sales presentation assignment will be completed in sections or Milestones (due in Weeks 1, 4, and 7) with the final sales presentation due in Module 8. Throughout the course, you will also have reminders that will prompt you about where you should be in the project-development process.

For the purposes of your final Portfolio Project Assignment, you are a salesperson for a domestic software provider (Customer Relations Management). For this assignment, you will be expected to revise the Milestones you completed in Modules 1, 4, and 7; add the Module 8 slides; and submit a final video sales presentation in Module 8 as a Portfolio Project.

#### Module 1 Milestone: Identifying Prospective Customers (25 points)

- Identify a prospective customer, including the customer's name, the industry, and a brief description of his or her needs.
- Identify your offering through your personal and/or individual brand. Consider how you could potentially sell to the prospective customer.

#### Module 4 Milestone: Making the Professional Introduction (25 points)

- How would you introduce your organization? How would you gain a prospect's attention? Provide a reference to the gatekeeper.
- Effectively build rapport: How can you establish rapport? Mention how you will incorporate your personal or individual brand.
- Create a transition into needs identification.

#### Module 7 Milestone: Identify Needs (25 points)

- Discuss decision criteria and the people involved in the decision-making process.
- What type of approach will you take: Relationship or Consultative?

#### Module 8 Final Portfolio Project: Product/Service Description and Close (275 points)

- Present benefits based upon needs (relationship and/or consultative) of buyer rather than only features.
- Create a logical, convincing presentation with a strategy to communicate and persuade regarding reasons to buy.
- Persuasively present a reason to buy.
- Ask for business or appropriate commitment from the buyer, given the nature of this particular sales call.
- Add a conclusion.

#### Final Presentation Requirements for Module 8



- Prepare a 10- to 15-slide presentation with voice narration or use of video. Either embed voice narration in your presentation or follow the same directions below for a written script and submit it separately. If you do not have access to a microphone, you may write out your narration as a script and submit as an accompanying Word document or find an alternative way of presenting the narration, depending on the program. For instance, PowerPoint has the option to add notes at the bottom of each slide. Be sure to clearly designate which slide the narration accompanies.
- Use of Screencast-o-Matic or other tools for video presentation is also acceptable, and Screencast-o-Matic is free.
- Cite a minimum of four peer-reviewed, scholarly sources. You may use your textbook as an additional source. The CSU-Global library is a great place to find these resources.
- Format your entire presentation according to the CSU-Global Guide to Writing & APA. You can also find assistance in the Library's guide to visual presentations.
- Your presentation must be clearly and well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing and presentation skills. If you need assistance, start with the Writing Center, accessible from the Library's homepage.
- If you do not have access to PowerPoint, you may use a program like Google, SlideRocket, Prezi, or another software to create your presentation. Familiarize yourself with the program you choose early on in the process.
- You will be graded on the thoroughness of your presentation, its usefulness as a sales tool, your understanding of the concepts presented in this course, and writing style and mechanics.
- Refer to the Portfolio Project grading rubric available in Module 8 for information on grading details.

## **Option #2: Video Sales Presentation – International Market**

Successful selling is based on planning and preparation before the sales call and sales presentation. One of the most important areas of preparation pertains to understanding a product's features and how those features might solve buyers' needs.

Linking product features and buyers' needs is accomplished by converting a product's features into benefits for an International business. Benefits are solutions to needs. It is important to realize that specific product features may yield different benefits to different buyers. Thus, preparation includes imagining the variety of buyers' needs that a feature might address and how to uncover potential benefits through questioning. Thus, preparation includes imagining the variety of buyers' needs that a feature might address and how to uncover potential benefits through questioning and use of consultative or relationship selling.

The objective of the sales presentation assignment is to gain experience applying the selling process by planning for and preparing a formal sales presentation to meet the needs of your international customer. This assignment will help you apply and integrate all of the course objectives for MKG360. The sales presentation assignment will be completed in sections with the final sales presentation due in Module 8.

Throughout the course, you will also have reminders that will prompt you about where you should be in the project-development process.

For the purposes of your final Portfolio assignment, you are a salesperson for a domestic software provider (Customer Relations Management) tasked to find an international customer. For this

assignment, you will be expected to revise the Milestones you completed in Modules 1, 4, and 7; add the Module 8 slides; and submit a final Video Sales Presentation in Module 8 as a Portfolio Project.

**Module 1 Milestone: Identifying Prospective Customers (25 points)**

- Identify a prospective customer, including the customer's name, the industry, and a brief description of his or her needs.
- Identify your offering through your personal and/or individual brand. Consider how you could potentially sell to the prospective customer.

**Module 4 Milestone: Making the Professional Introduction (25 points)**

- How would you introduce your organization? How would you gain a prospect's attention? Provide a reference to the gatekeeper.
- Effectively build rapport: How can you establish rapport? Mention how you will incorporate your personal or individual brand.
- Create a transition into needs identification.

**Module 7 Milestone: Identify Needs (25 points)**

- Discuss decision criteria and the people involved in the decision-making process.
- What type of approach will you take: Relationship or Consultative?

**Module 8 Final Portfolio Project: Product/Service Description and Close (275 points)**

- Present benefits based upon needs (relationship and/or consultative) of buyer rather than only features.
- Create a logical, convincing presentation with a strategy to communicate and persuade regarding reason to buy.
- Persuasively present a reason to buy.
- Ask for business or appropriate commitment from the buyer, given the nature of this particular sales call.
- Add a conclusion.

**Final Presentation Requirements**

- Prepare a 10- to 15-slide presentation with voice narration or use of video. Either embed voice narration in your presentation or follow the same directions below for a written script and submit it separately. Familiarize yourself with the program you choose early on in the process. If you do not have access to a microphone, you may write out your narration as a script and submit as an accompanying Word document or find an alternative way of presenting the narration, depending on the program. For instance, PowerPoint has the option to add notes at the bottom of each slide. Be sure to clearly designate which slide the narration accompanies.
- Use of Screencast-o-matic or other tools for video presentation is acceptable, and Screencast-o-Matic is free.
- Cite a minimum of four peer-reviewed, scholarly sources. You may use your textbook as an additional source. The CSU-Global library is a great place to find these resources.
- Format your entire presentation according to the CSU-Global Guide to Writing & APA. You can also refer to the Library's guide to visual presentations.
- Your presentation must be clearly and well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing and presentation skills. If you need assistance, start with the Writing Center, accessible from the Library's homepage.
- If you do not have access to PowerPoint, you may use a program like Google, SlideRocket, Prezi, or another software to create your presentation.

- You will be graded on the thoroughness of your presentation, its usefulness as a sales tool, your understanding of the concepts presented in this course, and writing style and mechanics.
- Refer to the Portfolio Project grading rubric available in Module 8 for information on grading details.

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## COURSE POLICIES

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### Course Grading

20% Discussion Participation  
0% Opening Exercises  
8% Mastery Exercises  
37% Critical Thinking Assignments  
35% Final Portfolio Project

Grading Scale	
A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9
F	59.9 or below

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## IN-CLASSROOM POLICIES

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For information on late work and incomplete grade policies, please refer to our [In-Classroom Student Policies and Guidelines](#) or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

### Academic Integrity

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /repurposing your own work (see *CSU-Global Guide to Writing and APA Requirements* for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and Internet resources.

### Citing Sources with APA Style

All students are expected to follow the *CSU-Global Guide to Writing and APA Requirements* when citing in APA (based on the APA Style Manual, 6th edition) for all assignments. For details on CSU-Global APA style, please review the APA resources within the CSU-Global Library under the “APA Guide & Resources” link. A link to this document should also be provided within most assignment descriptions in your course.

### Disability Services Statement

CSU-Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email [ada@CSUGlobal.edu](mailto:ada@CSUGlobal.edu) for additional information to coordinate reasonable accommodations for students with documented disabilities.

### Netiquette

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults, or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom. If you have concerns about something that has been said, please let your instructor know.