



GOERGEN ENTREPRENEURIAL MANAGEMENT PROGRAM
MGMT 893:001 Advanced Study Project: Consultative Selling
Fall 2010 (Q2)
Thursdays from 1:30-3:00PM

Steinberg Hall-Dietrich Hall 116

Instructor: Linda Richardson

Course Summary

Consultative Selling is a 0.5 credit unit advanced study project (ASP) in which students learn a proven selling model and sales process. Students will apply consultative sales skills and strategies to increase their understanding of buyer needs and learn how to more persuasively position solutions in a competitive market place. Students will understand how the buying process has been transformed and how to add value and regain power in the sales process.

The focus will be on preparing for calls, interacting in face to face and phone calls with clients, resolving objections, closing, and following up. Other modules include strategic dialogue, credentializing oneself, leveraging social media, value proposition, and maintaining profitability. Skills and strategies will be applied to corporate sale situations across industries. Students will receive intensive, individual and team feedback and coaching. There will be one final and a practical assignment.

See page 3 of syllabus for dates and times of scheduled mandatory class meetings.

- This course is open to second-year MBA students only and will be limited to 20 students.
- The 20 students who obtain seats in the ASP are required to upload resumes to webCafé before the start of class for the instructor's reference.
- Students who take this course may automatically apply it toward a major in Entrepreneurial Management.

Required text: Richardson. L., *Perfect Selling*, McGraw-Hill 2008. Available at the Penn Bookstore or online at Amazon.com.

Course Agenda

- Objectives
- Introduction to Consultative Selling
- How Today's Clients Buy
- Framework for a Consultative Sale
 - Preparation
 - Connect, Explore, Leverage, Position, Close
 - Follow-up

- Exercise Application
- Strategic Dialogue
- Credentializing Yourself
- Preserving Price
- Presentations
- Self and Peer Critique
- Action Plans and Resources for Ongoing Development

Course Schedule & Location

All class sessions except for one (see below) are scheduled on **Thursdays from 1:30-3:00 pm in Steinberg Hall-Dietrich Hall 116.**

There will be one Tuesday class on November 16 to compensate for the late Q2 start date for this ASP. **Please alert the instructor at the first class meeting if you have a course conflict with the Tuesday session on November 16.**

Locations are listed below for each class. Attendance is mandatory. If you cannot commit to these class meeting times, please do not register for the ASP.

Class Session	Day/Date	Location	Description
1	Thursday/November 4	SH-DH 116	Class Session
2	Thursday/November 11	SH-DH 116	Class Session
3	Tuesday /November 16	SH-DH 116	Class Session
4	Thursday/November 18	SH-DH 116	Class Session
<i>No Class</i>	<i>Thursday/November 25</i>	<i>N/A</i>	<i>Thanksgiving Holiday</i>
5	Thursday/December 2	SH-DH 116	Class Session
6	Thursday/December 9	SH-DH 116	Final Exam (in class)

Student evaluation will be based upon the following criteria:

Class participation	20%	
Role plays	20%	
Assignment	25%	
Final exam	35%	In-class on last session

Linda Richardson is the founder and executive chairwoman of Richardson, global training consultants to corporations and institutions. Ms. Richardson pioneered the concepts of consultative selling and integrated, customized curriculums in the training industry. She consults with global leaders on salesforce effectiveness, organization-wide sales culture and training, and development issues. She is the author of eleven books including *Stop Telling, Start Selling* and *Perfect Selling*.