



GOERGEN ENTREPRENEURIAL MANAGEMENT PROGRAM
MGMT893-001 Advanced Study Project: Directive Selling
Fall Semester 2011 (Q2)
Thursdays from 1:30-3:00PM
JMHH F96

Instructor: Linda Richardson

Course Summary

Directive Selling is a 0.5 credit unit advanced study project (ASP) in which students learn a proven business-to-business selling model linked to sales process. Students will apply sales strategies and skills to increase their understanding of buyers' needs and learn how to position solutions in a competitive marketplace. This course will help students understand how selling has been transformed by the Internet and what customers value as a result of their ability to educate themselves.

The focus will be on preparing for calls/leveraging social media, engaging in face-to-face sales meetings with clients, resolving the sales objections, closing, and follow up. Modules include opening a call, credentializing oneself/organization, need dialogue, point of view dialogue, positioning recommendations, 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 2 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.
- There will be an online learning component to this course.
- Students who take this course may automatically apply it toward a major in Entrepreneurial Management.

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

Course Agenda

- Objectives
- The New World of Selling
- Steps of Sales Process
- Framework for Directive Selling
 - Preparation
 - Connect, Explore, Leverage, Resolve Objections, Close
 - Follow-up
- Self and Peer Feedback and Coaching
- Exercises
 - Opening/Credentializing
 - Need dialogue/Strategic Need Dialogue
 - Point-of-View Dialogue
 - Leveraging Dialogue
 - Resolving Objections
 - Closing
- Student Presentations
- Action Plans

Course Schedule and Location

All class sessions are scheduled on Thursdays, 1:30-3:00 p.m. in JMHH F96.

Class Session	Date	Description
1	October 27	Class Session
2	November 3	Class Session
3	November 10	Class Session
4	November 17	Class Session
No Class	November 24	Thanksgiving Holiday
5	December 1	Class Session
6	December 8	In-Class Final Exam

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

There will be an online component to the course.

Instructor Biography

Linda Richardson is the Founder and Executive Chairwoman of Richardson, a global sales performance company that works with corporations and institutions. Ms. Richardson pioneered the concepts of Consultative Selling and introduced integrated and customized curricula into the training industry. She consults with global leaders on sales force effectiveness, sales leadership, organization-wide sales culture, effective training and development strategies. She is the author of eleven books including ***Stop Telling, Start Selling*** and ***Perfect Selling*** and has won numerous industry awards.