

## Schedule - BA 491 Personal Selling (Spring '08)

		Textbook Reading	Questions	Mediquip Role Play	Mediquip Knowledge Building Case	3-Minute Drill	Writing Assignment
Tuesday	April 1	Introduction					
Thursday	April 3	1 - Selling ASAP Knowledge Building Case Study - Mediquip S.A. (p. 407-415)	1, 5, 6, 9, 11	1, 2, 3 (p. 33)	3, 4, 5 (p. 34)		
Tuesday	April 8	Reading Day					
Thursday	April 10	2 - The Changing World of Sales	1, 2, 6, 9, 10		2, 4, 6 (p. 62)	Sales Knowledge Base	
Tuesday	April 15	Five-Paragraph Instruction 3 - Selling Ethically	1, 3, 5, 8, 9	Pers. Values/Phil. (p. 92)	1, 3, 4 (p. 92)		
Thursday	April 17	4 - Servicing the Customer to Build Lifetime Value Test # 1 Review	2, 3, 6, 8, 12		1, 3, 4 (p. 96)	Customer Lifetime Val.	
Tuesday	April 22	5 - Understanding Why Buyers Buy ( <i>Note: this chapter will NOT be covered on Test # 1</i> )	1, 3, 4, 7, 9	Steinborn May 9 (p. 160)	1, 2, 3, 6, 7	Reducing Risk	<b>Autobiography</b>
Thursday	April 24	<b>Test # 1 (Chapters 1-4)</b>					
Tuesday	April 29	6 - Preparation	1, 5, 7, 8, 10		1, 2, 4	OSU Prospecting	
Thursday	May 1	Guest Speaker - Inside Sales Focus (John Jolliff)					
Tuesday	May 6	7 - Attention	1, 3, 4, 6, 8	Rufer May 15 (p. 227)	1, 2, 4, 5		
Thursday	May 8	8 - Examination (as in Chapter 8, not a test!)	1, 2, 3, 5, 8, 10		1, 3, 5	Dominant Buying Urge	
Tuesday	May 13	9 - Prescription	1, 3, 5, 6, 9	Steinborn June 23 (p. 283)		Gallo Wine Trust	<b>Sales Position App</b>
Thursday	May 15	Five - Paragraph Essay Review					
Tuesday	May 20	10 - Conviction and Motivation	1, 3, 4, 6, 10	Hartmann July 30 (p. 311)	1, 2, 5		
Thursday	May 22	11 - Completion and Partnering	2, 4, 6, 7, 8, 9		1, 4	After Rejection?	
Thursday	May 27	13 - Managing Yourself and Your Time	1, 2, 4, 8		1, 4	Manage Time Mgmt.	
Thursday	May 29	<b>Test # 2 (Chapters 5-9)</b>					
Tuesday	June 3	Guest Speaker - Recent Grad Focus (Jenn Mele) Instructor Evaluations					
Thursday	June 5	Guest Speaker - B2B Focus (Ken Callahan) Final Review					<b>Landing Major Account</b>
001 Final	June 11	<b>Final</b> - Wednesday, June 11, 6:00 - 8:00 pm (BX 103)					
002 Final	June 12	<b>Final</b> - Thursday, June 12, 12:00 - 2:00 pm (BX 103)					