

Schedule - BA 491 Personal Selling (Fall '07)

		Textbook Reading	Questions	Video	Mediquip Role Play	Mediquip Knowledge Building Case	3-Minute Drill	Writing Assignment
Tuesday	Sep 25	Introduction						
Thursday	Sep 27	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	Oct 2	2 - The Changing World of Sales	1, 2, 6, 9, 10			2, 4, 6 (p. 62)	Sales Knowledge Base	
Thursday	Oct 4	3 - Selling Ethically	1, 3, 5, 8, 9		Pers. Values/Phil. (p. 92)	1, 3, 4 (p. 92)		
Tuesday	Oct 9	Five-Paragraph Instruction						
Thursday	Oct 11	4 - Servicing the Customer to Build Lifetime Value Test # 1 Review	2, 3, 6, 8, 12	X		1, 3, 4 (p. 96)	Customer Lifetime Val.	
Tuesday	Oct 16	Test # 1						Autobiography
Thursday	Oct 18	5 - Understanding Why Buyers Buy	1, 3, 4, 7, 9		Steinborn May 9 (p. 160)	1, 2, 3, 6, 7	Reducing Risk	
Tuesday	Oct 23	6 - Preparation	1, 5, 7, 8, 10	X		1, 2, 4	OSU Prospecting	
Thursday	Oct 25	Guest Speaker - Inside Sales Focus (John Jolliff)						
Tuesday	Oct 30	7 - Attention	1, 3, 4, 6, 8		Rufer May 15 (p. 227)	1, 2, 4, 5		
Thursday	Nov 1	Guest Speaker - B2B Focus (Ken Callahan)						
Tuesday	Nov 6	8 - Examination (as in Chapter 8, not a test!)	1, 2, 3, 5, 8, 10	X		1, 3, 5	Dominant Buying Urge	Sales Position App
Thursday	Nov 8	Five - Paragraph Essay Review						
Tuesday	Nov 13	9 - Prescription	1, 3, 5, 6, 9		Steinborn June 23 (p. 283)		Gallo Wine Trust	
Thursday	Nov 15	Test # 2						
Tuesday	Nov 20	10 - Conviction and Motivation 11 - Completion and Partnering	1, 3, 4, 6, 10 2, 4, 6, 7, 8, 9	X	Hartmann July 30 (p. 311)	1, 2, 5 1, 4	After Rejection?	
Thursday	Nov 22	<i>Thanksgiving Day - No Class</i>						
Tuesday	Nov 27	Guest Speaker - Recent Grad Focus (Jenn Mele) Instructor Evaluations						
Thursday	Nov 29	13 - Managing Yourself and Your Time Final Review	1, 2, 4, 8	X		1, 4	Manage Time Mgmt.	Landing Major Account
Final	Dec 3	Final - Monday, Dec. 3, 2:00 PM (BX 207)						