

## Schedule - BA 491 Personal Selling (Spring 2005)

		Textbook Reading	Questions	Video	Mediquip Role Play	Mediquip Knowledge Building Case	3-Minute Drill	Writing Assignment
Tues	3/29	Introduction,						
Thurs	3/31	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)		
Tues	4/5	2 - The Changing World of Sales	1, 2, 6, 9, 10			2, 4, 6 (p. 62)	Sales Knowledge Base	<b>Autobiography</b>
Thurs	4/7	3 - Selling Ethically	1, 3, 5, 8, 9		Pers. Values/Phil. (p. 92)	1, 3, 4 (p. 92)		
Tues	4/12	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.	
Thurs	4/14	<b>Test # 1</b>						
Tues	4/21	5 - Understanding Why Buyers Buy	1, 3, 4, 7, 9					
Thurs	4/21	Chapter Five Continued			Steinborn May 9 (p. 160)	1, 2, 3, 6, 7	Reducing Risk	
Tues	4/26	6 - Preparation	1, 5, 7, 8, 10	X		1, 2, 4	OSU Prospecting	
Thurs	4/28	7 - Attention	1, 3, 4, 6, 8		Rufer May 15 (p. 227)	1, 2, 4, 5		<b>Sales Position App</b>
Tues	5/3	8 - Examination	1, 2, 3, 5, 8, 10	X		1, 3, 5	Dominant Buying Urge	
Thurs	5/5	9 - Prescription	1, 3, 5, 6, 9		Steinborn June 23 (p. 283)		Gallo Wine Trust	
Tues	5/10	Five - Paragraph Essay Review						
Thurs	5/12	10 - Conviction and Motivation	1, 3, 4, 6, 10		Hartmann July 30 (p. 311)	1, 2, 5		
Tues	5/17	11 - Completion and Partnering Test # 2 Review	2, 4, 6, 7, 8, 9	X		1, 4	After Rejection?	
Thurs	5/19	<b>Test # 2</b>						
Tues	5/24	Guest Speaker						
Thurs	5/26	12 - Selling to Major Accounts	1, 4, 6, 10	X		1, 3	Footlocker KAM	
Tues	5/31	13 - Managing Yourself and Your Time	1, 2, 4, 8	X		1, 4	Manage Time Management?	<b>Landing Major Account</b>
Thurs	6/2	Final Review						
Mon	6/6	<b>Final - Monday, June 6 at 9:30 am in Bexell 207</b>						
Thurs	6/9	<b>Final - Thursday, June 9 at 12:00 pm in Bexell 207</b>						