

Schedule - BA 491 Personal Selling (Spring '07)

		Textbook Reading	Questions	Video	Mediquip Role Play	Mediquip Knowledge Building Case	3-Minute Drill	Writing Assignment
Monday	April 2	Introduction						
Wednesday	April 4	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)		
Monday	April 9	2 - The Changing World of Sales	1, 2, 6, 9, 10			2, 4, 6 (p. 62)	Sales Knowledge Base	
Wednesday	April 11	3 - Selling Ethically	1, 3, 5, 8, 9		Pers. Values/Phil. (p. 92)	1, 3, 4 (p. 92)		
Monday	April 16	Five-Paragraph Instruction						
Wednesday	April 18	Guest Speaker - B2B Focus (Ken Callahan)						
Monday	April 23	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.	Autobiography
Wednesday	April 25	Test # 1						
Monday	April 30	5 - Understanding Why Buyers Buy	1, 3, 4, 7, 9		Steinborn May 9 (p. 160)	1, 2, 3, 6, 7	Reducing Risk	
Wednesday	May 2	6 - Preparation	1, 5, 7, 8, 10	X		1, 2, 4	OSU Prospecting	
Monday	May 7	7 - Attention	1, 3, 4, 6, 8		Rufer May 15 (p. 227)	1, 2, 4, 5		
Wednesday	May 9	Guest Speaker - Inside Sales Focus (John Jolliff)						
Monday	May 14	8 - Examination	1, 2, 3, 5, 8, 10	X		1, 3, 5	Dominant Buying Urge	Sales Position App
Wednesday	May 16	Five - Paragraph Essay Review						
Monday	May 21	9 - Prescription	1, 3, 5, 6, 9		Steinborn June 23 (p. 283)		Gallo Wine Trust	
Wednesday	May 23	Test # 2						
Monday	May 28	<i>Memorial Day - No Class</i>						
Wednesday	May 30	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?	
Monday	June 4	Guest Speaker - Recent Grad Focus (Jenn Mele) Instructor Evaluations						
Wednesday	June 6	13 - Managing Yourself and Your Time Final Review	1, 2, 4, 8	X		1, 4	Manage Time Mgmt.	Landing Major Account
Final - 001	June 12	Final - Tuesday, June 12, 6:00 pm (BX 415)						
Final - 002	June 11	Final - Monday, June 11, 12:00 pm (BX 415)						