

MKTG 3600 – Professional Selling

Final Sales Call Review Assignment Description

Objective: To enhance the learning experience of the final sales call assignment by reviewing your performance and evaluating it in relation to the MKTG 3600 recommended behaviors.

The Actual Task: Watch your video of your final sales call and conduct a review of each major section of the call. Begin your review with a brief introduction and then systematically review your sales call via the following mandated structure:

Focus/Titles of Section*	Core Question to Address	Relevant Chapters
OPENING:	How well did you open the call and move the call to business components? (CLAP Model)	6
NEEDS ID:	How well did you use questioning and listening technique to gain an understanding of the buyer's situation and needs? Was a PQ worksheet effectively utilized?	7 & 8
PRESENTING:	How well did you target your presentation directly towards the buyer's key concerns and convincingly make and back-up your selling points? Was the VPC model used effectively?	9
OBJECTIONS:	How well did you handle questions, issues, and objections throughout the length of the sales call? Was the CRC model effectively utilized?	10
CLOSING:	How well did you set up and ask for a specific and appropriate commitment from the buyer?	11
EXITING:	How well did you effectively disengage from the interaction? (EDGE Model)	12

* Please use these exact titles in your document

- **STRUCTURE:** For each section you should identify and evaluate at least 3 specific moments in the sales call and explain whether the MKTG 3600 recommended selling behaviors were demonstrated.
- **CITATION:** When citing the relevant articles, simply use the "Chapter # - Chapter Title" format.
- **MIX OF BEHAVIORS:** Your review should deal with behaviors that were good and thus should be retained, behaviors that were not good and thus need modification (large or small), and even behaviors that were missing, and thus should be inserted into the call. High scoring reviews will address all of these situations.
- **GENERAL COMMENTS:** When you have completed the systematic review mandated above, please make some general comments about the quality of the call and the value of the learning experience. Please make these general comments a separate section after the six mandated sections.

The Grading Standards and Review Requirements: There are two basic requirements: (1) the document is a systematic and grounded critique, and (2) it passes the “business quality document” test. Each is discussed below.

REVIEW QUALITY: Do you do a good job of spotting and commenting on the good, bad, and missing elements of your role-play performance? NOTE: High scoring reviews will NOT be a student’s personal opinions of the quality of the performance, instead it will systematically connect what the salesperson did and the 3600 course concepts. The key words to keep in mind are systematic & grounded.

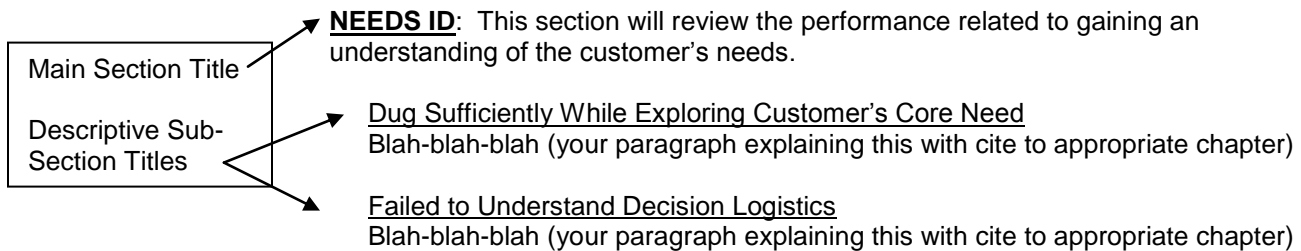
- **Systematic:** Using the six section mandated structure your review should move from call opening to call exit carefully evaluating each of the traditional steps of the sales call. This review should seek to comment on strong and weak points. In the end, the content of your review should represent a thorough and organized evaluation of your performance which accurately captures the majority of the good, bad, and missing elements.
- **Grounded:** The review you conduct needs to be grounded in the course concepts. For example, don’t tell me you did something good (or bad, or missing), without citing what piece of 3600 course material told you such behavior was good (or bad, or missing). To execute this requirement, you should be regularly citing the 3600 material in your review. In the end a strong scoring review will appropriately, and even insightfully, connect the MKTG 3600 concepts to the salesperson behaviors witnessed on the video.

BUSINESS QUALITY DOCUMENT: High scoring reviews will pass the “business-quality” test. This test will be passed if you follow the guidelines expressed below:

- **Formatting Requirements:** 5 page maximum, font of at least an 12 point, margins of 1 inch all around, any combo of line spacing (although my guess is you will need single spacing to get it all to fit), and print it on a full business quality printer. In addition, please do not use a cover page. Simply put your name in the top right corner of the document (use the “header” function). Lastly, you must staple your document together. Violations of these requirements will cost you points.

1. Document Structure: Please recognize that the six sections in the table on page one of this assignment description are not suggestions, they are required sections. In addition, the title of those sections should be the exact wording from the table. Lastly, you should use descriptive titles to your sub-sections in order to make the document as easy to follow as possible.

For example: Format similar to the example below to achieve required structure.



- **Writing Quality Requirements:** (1) The document should be free of any “typos”, spelling errors or grammar mistakes. (2) The document should be visually organized. Use the structure outlined above as your organizational guide. Please use bolding, underlining, indenting, numbered lists, bullet statements, etc. to demark each section of the paper and to make the paper easy to follow. I would consider this assignment description document to have used formatting in the desired way. (3) The writing should be concise. Concise is defined as using the fewest number of words that effectively represent your ideas. To achieve “concise” students should expect to write and rework multiple drafts until this criterion is achieved.