

CALL #1 AND CALL #2 REVIEW ASSIGNMENT DESCRIPTION

Objective: This assignment is designed to allow each student the opportunity to improve their sales call behaviors by observing the state of those behaviors and offering a self-critique. The intent is to identify and understand your sales call behavior strengths and weaknesses.

The Actual Task: This assignment will be done twice: first for call #1 and again for call #2. See the syllabus for due dates for both. Based on what you have learned about selling in MKTG 4600, write a three page review of your performance in the sales call. Included in this review should be the following:

KEEP: What things did you do best, and why were these positive elements. Back this up with specifically what happened and what course concepts / models back up your assessment. Identify at least three “keep” elements.

START: What things should you start doing that were absent from this call. Back this up with specifically what didn’t happen and what should have happened and what course concepts / models back up your assessment. Identify at least three “start” elements.

STOP (MODIFY): What things did you do poorly and thus you should stop doing, and why do these elements fit into the “needs improvement” category. Back this up with specifically what happened and what should have happened and what course concepts / models back up your assessment. Identify at least three “stop/modify” elements.

ACTION PLAN: Take the one element from each category above that you think is most important for your success and write an action plan for yourself – see the second page of this assignment description for the format you should use.. Specifically explain what **actions** you will take to ensure you **keep** doing the positive thing you identified, **start** doing the thing you identified as missing, and **stop** doing the thing you did, but shouldn’t have.

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

USEFUL & RELEVANT: Does the content of what you wrote demonstrate that you observed your call effectively, captured the relevant lessons, and supported your observations with references/cites to the course models & concepts? (Same as the CMRPR assignment) In addition, the document will be judged by the concreteness and usefulness of the action plan.

BUSINESS QUALITY DOCUMENT: Please make the effort to ensure your self-critique passes the “business-quality” test. This test will be passed if you follow the guidelines expressed below:

Formatting Guidelines: Do not exceed 3 pages, do not use smaller than 10pt. font, do not use margins smaller than 1 inch, do not go below single spacing, and do not print it on a non-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).

Writing Quality Guidelines: (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 (keep-start-stop-action plan) 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 of the document.

SEE SYLLABUS FOR DUE DATES FOR THESE TWO REVIEWS
(Late assignments will receive zero points)

Three reasons why students do poorly on this assignment:

Format: Each student should strive to make this document easy to follow. This task is really quite simple: there are four main sections, and within each of these sections there are at least three sub-sections. Make this visibly clear using headings and space. Also, please title each section and sub-section. The Sections can be titled with the Keep-Start-Stop-Action headings. For the sub-sections, please use some descriptive title that allows me to read it and know the theme of that sub-section before reading it (e.g. “Keep Strong use of CLAP Model”).

Citing: You should be tying your review back to the concepts of the course (just as you did in the two previous review assignments). Thus I expect that you will cite the appropriate 4600 chapter when evaluating your performance. You can keep these cites simple (“Chapter 10 – Objections”), but without cites your score will suffer. The rationale for requiring this citing is I want you to realize that what you did or didn’t do in the role-play funnels directly back to what we read and discussed from the chapters. There is a direct connection between the written chapters and the appropriate role-play behaviors. In other words the role-plays are simply more elaborate and realistic versions of the quizzes we took in class. By requiring you to cite the reading material I am reminding you that these course elements are fully connected.

Action: This is the biggest problem with the reviews I get: there is no real action offered. In the “Action Section” I don’t want you to identify what you need to fix (or keep), I want you to lay out the game plan for fixing (or keeping) these behaviors. For instance, students in the past have noticed they said “um” too much. They state this in their “Stop” section and then in their Action section they readdress this issue by basically stating “I really need to stop saying “um”” This earns that student zero points in the action section. Why? Because it is simply a restatement of intent, it offers no concrete or specific action that will produce less ‘ums’ in the future.

A Real Action Plan: Use the following steps to create a real action plan.... For this example I have used the action plan that I executed when I was faced with preparing for the GMAT in advance of graduate school. (BTW: I missed my goal by 30 points)

Step	Concept	Example
Goal	What is your Goal? Make this specific and concrete.	To earn a 700 on the GMAT
Time Frame	Over what time frame will you be working on this issue? Again make this specific.	For 8 weeks I will study 3 nights a week for 2 hours.
Specific Action	What actual action will you take to make your goal come true? Make sure this is real action and if applicable, that the action also has a time frame.	On Monday, Tuesday, and Thursday nights from 7-9pm I will use the Princeton Review study materials and prepare for the GMAT
Reward/Punishment	What reward or punishment will you provide for yourself if you do or don’t reach your goal. You can also consider mini-rewards for completing stages of the activity.	After completing each study night I can turn on the TV for the first time that day, and if I do all 48 hours of study time I will buy myself a new sail for my Laser sailboat.

For your review I would suggest using a similar table to (a) make your process of developing a plan easier, and (b) make your presentation of your plan stronger.