

MKTG 4600 – Advanced Selling Strategies

Selling Cheat Sheets Assignment

PURPOSE / LEARNING OBJECTIVE

The purpose of this assignment is to have students identify the most important lessons they have learned related to a set of core selling techniques and document these on a single sheet of paper so that they have a concise and high impact reminder of what it will take to be successful in that aspect of sales.

THE TASK

- ❑ Each student must create a one sheet of paper (front and back) document that creatively captures the most important lessons you have learned within the topic covered. The content thus should be driven by the content in the course resources (purple book, video lectures, face-to-face lectures, etc.). You should attempt to create a document that could be referred to often and that would review the key lessons you will need to be successful related to that topic. The goal is to be both thorough and useful in your content approach while utilizing a bit of creativity in presentation to make the document stand out. It is a document that should be easy to refer to, and one that would be highly helpful.
- ❑ Students should become highly involved in the course material related to each topic in order to produce a thorough and useful cheat sheet. This cheat sheet should then become a tool by which you can improve your preparation and execution of the selling behaviors within the role-plays throughout the semester.
- ❑ The assignment is limited to one 8.5 x 11 sheet of paper..
- ❑ The final document can be in black and white or color, there will be no difference in grading on this factor. However, there will be points associated with whether the document is graphically pleasing and creative. A basic list or pure bullet point approach would perform poorly on this factor.
- ❑ Please see the course web site for an example cheat sheet I created related to Chapter 1 (mainly). That example would earn a good grade on the assignment related to both content and its graphical layout / creativity.

GRADING STANDARDS

High scoring assignments will be useful, thorough and creative. I will judge whether the cheat sheet you have produced demonstrates a well thought out approach, would be useful to you as a sales professional, and whether it is visually interesting and organized enough that you will actually pay attention to it in your role-play preparation and your post-student life.

The cheat sheet should pass the useful test. This means that it should not only be useful to you, but if I gave it to a classmate or an alumnus of the program they too would find it useful. Thus the way you cover topics should not be so self-coded that only you would understand what you mean.

Some specific grading elements:

- No late assignments will be accepted
- The cheat sheet is limited to one sheet of paper and must be printed back to back. High scoring cheat sheets have always used both sides of the sheet.