

MKTG 4600 – Advanced Selling Strategies

Early Career Cheat Sheet Assignment

PURPOSE / LEARNING OBJECTIVE

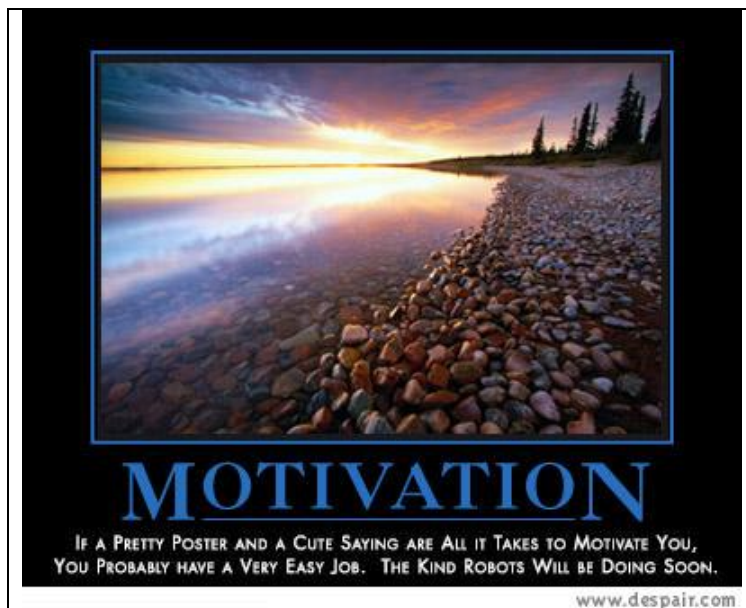
The purpose of this assignment is to have students identify the most important lessons they have learned related to professional selling and document these on a single sheet of paper so that they have a concise and high impact reminder of what it will take to be successful in sales.

THE TASK

- ❑ Each student must create a one sheet of paper (front and back is the usual approach) document that creatively captures the most important lessons you have learned as a SBM student. 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 in sales. 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.
- ❑ The assignment is limited to one 8.5 x 11 sheet of paper, although high scoring ECCS's have always used both sides.
- ❑ One copy of the assignment must be laminated (Kinko's or an office supply store should have materials). The second copy (exactly the same, just with no lamination) will be handed in, however if you do not have the laminated copy with you in class the day the assignment is due, I will not accept the non-laminated copy and you will get zero points for the assignment.

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 post-student life! In other words, have you successfully prepared yourself an early career cheat sheet?



This is your chance to put together a document that represents what you have learned and what you hope to carry forth with you into your professional career. Give it hardy effort, have fun and be creative.

Lastly, avoid an ECCS that ends up like the poster shown to the left. The poster pokes fun at “successories” posters that focus only on motivating people without equipping them with the skills necessary for success. Remember, success in sales is going to take more than motivation. It is going to take skills, and techniques, and successful execution. So be sure to build an early career cheat sheet that helps you remember how to do all those good things we learned in the SBM program, not just gives yourself

a pep talk. Throw in a few motivational statements if you want, but remember, when it comes to motivation, success is its own motivation. And success will come from executing the skills, models & techniques you have learned.