

Consultative Selling Syllabus

Spring 2016
MKTG.GB 2128.xx
Room tbd

Professor Jeff Krawitz JKrawitz@Stern.nyu.edu

Learning Tool: Personal Listening Profile
Purchased in class #1; please bring \$30

Course Description:

Everyone sells. In business, we sell our products, proposals, IPOs, projects, budgets, and anything else that someone else has to approve. In life, we buy cars (buying and selling are two sides of the same coin), interview for jobs, propose marriage, and many other things that someone else has to say OK to. In short, selling is a fundamental life as well as necessary business skill.

The goal of Consultative Selling is to provide you the knowledge and skills that business people – and especially entrepreneurs – need to win customers and grow their business. We will use the *consultative selling* model to understand the process of selling, discovery of and alignment with customer's needs, presentation of solutions, overcoming objections, and gaining agreement. Rather than pigeonholing selling as 'something done by sales-types', we will look at it as the art of providing *valued solutions to someone else's situation*.

This course is primarily an interactive discussion including discussions, exercises, skills drills, and other opportunities to apply the topics we cover. Every class has an exercise practicing the skills we have discussed. In addition to learning the aspects of contemporary selling as it applies to your chosen career, students will gain a better appreciation of sales as an important – though often misunderstood – aspect of every organization.

Consultative Selling is a pre-requisite for the new Consultative Sales Plan Development course.

Grading:

Your grade in Consultative Selling is directly proportional to your competency in each of the following Learning Objectives:

- Compare *consultative* and *transactional selling* models, their differences and similarities, strengths and weaknesses, and when to optimally use each
- Demonstrate competency in each of the five elements of *consultative selling* and the skills associated with each
 - Relationship Building
 - Discovery
 - Platforming
 - Persuasion
 - Customer-centricity and value
- Apply *consultative selling* skills to everyday life and business issues

There are several ways that your performance is measured:

- *Attendance and Participation.* Class attendance is assumed; participation in the class discussions and exercises is expected. Most of selling lies in the experiential domain: you have to do it to know it. 'Participation' is measured by your preparation for and contribution to class discussions and exercises (quality, not quantity). (50 points)
- *Exams:* The final exam will examine your knowledge of and ability to apply the topics and concepts that we cover in class, often in a multi-functional way (150 points)
- *Project:* The team project provides an opportunity for you to apply the skills and concepts that we cover in class as a written proposal and a brief persuasive presentation of it (300 points)

Syllabus:

<i>Week</i>	<i>Date/Time</i>	<i>Class Topics</i>	<i>Class Prep</i>	<i>In-Class Exercises</i>
#1	Thurs. 2/11 6-9 PM	<ul style="list-style-type: none"> • Consultative Sales • Communications Styles • Building Relationships 	<ul style="list-style-type: none"> • Syllabus • <i>Customer-Centricity</i> white paper 	<ul style="list-style-type: none"> • Communications Styles A
#2	Thurs. 2/18 6-9 PM	<ul style="list-style-type: none"> • Discovery • Question Strings • Platforms • Nature of Influence 	<ul style="list-style-type: none"> • Communications Styles B prep* 	<ul style="list-style-type: none"> • Communications Styles B
#3	Thurs. 2/25 6-9 PM	<ul style="list-style-type: none"> • Communication Blocks • Listening • Proposals • Sales Process 	<ul style="list-style-type: none"> • Platform Exercise prep* 	<ul style="list-style-type: none"> • Platforming • Listening
#4	Thurs. 3/3 6-9 PM	<ul style="list-style-type: none"> • Building a Persuasive Presentation 	<ul style="list-style-type: none"> • Project AI prep (team) 	<ul style="list-style-type: none"> • Presentation development (team)
#5	Thurs. 3/10 6-9 PM	<ul style="list-style-type: none"> • Delivering a Persuasive Presentation • Sales Negotiations 	<ul style="list-style-type: none"> • Capstone Exercise prep* 	<ul style="list-style-type: none"> • Capstone Exercise
#6	Thurs. 3/24 6-9 PM	<ul style="list-style-type: none"> • Final Exam • Project Presentations 	<ul style="list-style-type: none"> • Final Exam • Project Proposal 	<ul style="list-style-type: none"> • Project Presentations

* Assignments to be turned in at the start of class

References:

The following books cover various aspects of consultative sales and contemporary sales management:

- Rethinking the Sales Force*, Neil Rackam and John DeVincentis; McGraw Hill
- Selling is a Team Sport*, Eric Baron
- Selling: The Profession*, David Lill; DM Bass
- Compensating the Sales Force*, David Cichelli; McGraw Hill
- Sales Management*, Robert Calvin; McGraw Hill
- The New Solution Selling*, Keith Eades, McGraw Hill
- It's Not Rocket Science*, Mitchell Goozé, IMI
- Relationship Selling*, Jim Cathcart, Perigee
- The Power of the Pitch*, Gary Hankins, Dearborn