University of Florida  
Warrington College of Business  
ENT 6930—Entrepreneurial Selling

Instructor: Ian A. Arroyo     
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Email: ian.arroyo@ufl.edu  
Office Hours: by appointment only

Required Textbook: *Sell 5*, Ingram/LaForge/Avila/Schwepker/Williams  
                 *The New Strategic Selling*, Miller/Heiman/Tuleja/Marriott

COURSE OBJECTIVES AND DESCRIPTION

The objectives of this course are:

1. To understand the role of sales in entrepreneurship  
2. To learn, explain, and master the concepts of professional selling  
3. To write a comprehensive sales plan for a venture

Upon completion of this course, students will be able to:

1. Recognize the dyadic or two-way nature of successful sales relationships  
2. Demonstrate an appreciation for the nature and importance of, and the contributors to, trust-building in successful selling  
3. Display insights regarding how to prepare for a sales call, including researching the prospective customer/customer organization  
4. Appreciate the process nature of selling, and master the key stages in the selling process  
5. Understand key tactical approaches to prospecting, handling objectives, making a close, following up, and other steps in the selling process  
6. Develop an understanding of the fundamental importance of ethics in professional selling  
7. Design and give a professional sales presentation

**ENT 6930—Professional Selling** is a basic survey course in personal selling. In this course, you will learn the role and importance of sales in our society and in the firm. At the same time, you will be expected to develop skills to apply this knowledge in the entrepreneurial environment. At the end of this course, you will be equipped with the basic concepts and techniques of sales and will be ready to proceed in the entrepreneurship or other master degree programs successfully.

COURSE REQUIREMENTS

You are advised to complete readings assigned prior to class meetings and be prepared to discuss the key concepts and terms in the assignments. You are expected to contribute to the class discussion. Because this is a survey course, I expect appropriate effort and input from you each class. Due to the short course schedule, no unexcused absences are allowed. Half a letter grade will be deducted for every unexcused absence.

PERFORMANCE EVALUATION

**Exams:** One mid-term exam will be given. All tests include multiple choice and essay questions. The tests will include lecture and textbook material.

**Assignments:**  
*Role-Play –* Selling is a skill learned through intentional practice. This course includes a role-playing component in which you will be required to use the concepts learned to sell your classmates and the instructor during class.  
*Group Project –* You will form teams of four (4) to evaluate, map out, and present the sales plan for a new venture. This is not a marketing plan, but a comprehensive sales plan to include sales strategy for the venture. You will be required to show mastery of the concepts taught in the course. Your final presentation will be 7-10 minutes during our final class.
Course Paper – As entrepreneurs, you will choose a concept in sales that makes you the most uncomfortable. Your paper will be 8-10 pages and will unwrap the topic you choose. The paper must completely lay out the concept and how best to accomplish it in the sales process as a new entrepreneur. You must cite a minimum of five (5) scholarly sources in MLA format. All sources, including websites, must be cited properly.

Grading:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Mid-Term</td>
<td>35%</td>
</tr>
<tr>
<td>Role-Play</td>
<td>10%</td>
</tr>
<tr>
<td>Participation/Attendance</td>
<td>10%</td>
</tr>
<tr>
<td>Group Project</td>
<td>25%</td>
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<tr>
<td>Course Paper</td>
<td>20%</td>
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<tr>
<td>Total</td>
<td>100%</td>
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GLIDE and This Course

Global Awareness and Cultural Sensitivity – It is a global market place and cultural awareness and sensitivity are key components to effective sales strategy. Even within the U.S., substantial and significant cultural diversity exists, and entrepreneurs must account for such diversity to make effective strategic (and tactical) decisions. You will be expected to demonstrate your awareness of these issues as you participate in the course and complete your assignments.

Leadership and Initiative – You will work in a team this term on an external project. Your team members will evaluate you on your leadership and initiative. This includes but is not limited to: goal orientation, communication and interpersonal skills, initiative, competence, dependability, candor, compatibility, and team-orientation.

Integration of the Functional Areas – While this is a sales class, it is unwise and uniformed to engage in sales activity without consideration of its integration with other business functions. Where appropriate, you will be expected to demonstrate your understanding of selling’s interrelationships with other functional areas of entrepreneurship. In other words, you should be able to clearly justify your sales strategy from an entrepreneurial point of view.

Decision Making – You will have several opportunities this term to make business decisions within the context of the assignments we will cover as well as your course paper project. You will be evaluated on your ability to make informed decisions based on sound judgment and analytical reasoning. You will be expected to support your decisions accordingly.

Ethical Decision Making – As you are probably already aware, ethical dilemmas/conflicts are common to business, especially sales. The assignments may include ethical dilemmas about which you will be required to navigate. You will be evaluated on your ability to assess the ethical dilemma and make appropriate recommendations.

CLASS SCHEDULE

<table>
<thead>
<tr>
<th>Date</th>
<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>6/27</td>
<td>1</td>
<td>Overview of the Sales Process and Professional Selling</td>
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<td></td>
<td><em>Sales in Entrepreneurship, Building Trust, Sales Ethics</em></td>
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<td></td>
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<td>Chapter 1-2 &amp; Team Formation</td>
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<tr>
<td>6/29</td>
<td>1</td>
<td>Understanding Buyer Behavior</td>
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<tr>
<td></td>
<td></td>
<td><em>Buying Decision Process, Pre-Call Planning, Why no 2nd Meeting, Types of Relationships</em></td>
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<td>Chapter 3</td>
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Sales Success and Effective Communication

Communication Model, Openings, Communication Barriers
Chapters 10 & 4

Prospecting
Methods, Pre-Call Planning, “Perfect” Prospects, $ Maker
Chapter 5

Information Gathering
Uncovering Explicit Needs, Asking Questions, Effective Listening
Chapter 5

The Sales Presentation, Mid-Term (Chapters 1-5, 10)
Monologue vs. Dialogue, Customer Engagement, Venue/Context
Chapter 6 & 7

The Sales Presentation (con’t), Resistance and Earning Commitment
Preliminary Close, Handling Objections, The Actual Close, Techniques
Chapters 7 & 8

Guest Speaker – Mr. Cecil Edge, Edge & Associates

Customer Service, Follow-Up
Build Your Customer Pipeline (Relationships), Smarter vs. Harder
Chapter 9

Guest Speaker – Mr. Marty Schaffel, AVI/SPL
Final Paper Due

Group Presentations

Grading Scale will be as follows:

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<thead>
<tr>
<th>Grade</th>
<th>Description</th>
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<tbody>
<tr>
<td>A</td>
<td>92 or more</td>
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<tr>
<td>A-</td>
<td>88 – 91.99</td>
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<tr>
<td>B+</td>
<td>85 – 87.99</td>
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<tr>
<td>B</td>
<td>82 – 84.99</td>
</tr>
<tr>
<td>B-</td>
<td>78 – 81.99</td>
</tr>
<tr>
<td>C+</td>
<td>75 – 77.99</td>
</tr>
<tr>
<td>C</td>
<td>72 – 74.99</td>
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<tr>
<td>C-</td>
<td>68 – 71.99</td>
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<tr>
<td>D+</td>
<td>65 – 67.99</td>
</tr>
<tr>
<td>D</td>
<td>62 – 64.99</td>
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<tr>
<td>D-</td>
<td>60 – 61.99</td>
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<tr>
<td>E</td>
<td>&lt; 60</td>
</tr>
</tbody>
</table>

UF grade points are as follows: A (4.0), A- (3.67), B+ (3.33), B (3.0), B- (2.67), C+ (2.33), C (2.0), C- (1.67), D+ (1.33), D (1.0), D- (.67), E (0.0). Information on current UF grading policies can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx.

Additional Items:

**ADA STATEMENT:** The University of Florida provides high-quality services to students with disabilities, and we encourage you to take advantage of them. Students with disabilities needing academic accommodations should 1) Register with and provide documentation to Disability Resources (http://www.dso.ufl.edu/drp/), and 2) Bring a letter to the instructor from this office indicating that you need academic accommodations. Please do this within the first week.

**ACADEMIC HONOR SYSTEM:**

*The Honor Code:* We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.

*Pledge:* On all work submitted for credit by students of the University of Florida, the following pledge is
either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Please note that violations of this Academic Honor System will not be tolerated. Specifically, I will rigorously pursue incidents of academic dishonesty of any type. Before submitting any work, please read the policies about academic honesty and ask me to clarify any of its expectations you do not understand (http://www.dso.ufl.edu/judicial).

ATTENDANCE POLICIES:
Make-up assignments will only be given to those students who provide appropriate evidence of legitimate conflicts which caused missing an assignment or who have received prior approval to miss an assignment. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

Absences:
Students are responsible for satisfying all academic objectives as defined by the instructor. Absences count from the first class meeting.
In general, acceptable reasons for absence from class include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays and participation in official university activities such as music performances, athletic competition or debate. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) will be excused.
You cannot attend classes unless you are registered officially or approved to audit with evidence of having paid audit fees. The Office of the University Registrar provides official class rolls to instructors.
If you do not attend at least one of the first two class meetings of the course, and you have not contacted the department to indicate your intent, you can be dropped from the course. You must not assume that you will be dropped, however, if you fail to attend the first few days of class. By posting a notice in the department office, the department will notify you if you have been dropped from the course or laboratory. You can request reinstatement on a space-available basis if you present documented evidence.
The university recognizes the right of the individual professor to make attendance mandatory. After due warning, professors can prohibit further attendance and subsequently assign a failing grade for excessive absences.

Religious Holidays:
The Florida Board of Education and state law govern university policy regarding observance of religious holidays. The following guidelines apply:
- Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith.
- Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence.
- Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances.
If a faculty member is informed of or is aware that a significant number of students are likely to be absent from class because of a religious observance, the faculty member should not schedule a major exam or other academic event at that time.
A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence. Furthermore, a student who believes that he or she has been unreasonably denied an education benefit due to religious beliefs or practices may seek redress through the student grievance procedure.

Illness Policy:
If you are absent from classes or examinations because of illness you should contact the professor. You should contact your college by the deadline to drop a course for medical reasons. After the college petition deadline, you can petition the University Committee on Student Petitions to drop a course for medical reasons. The university’s policy regarding medical excuse from classes is maintained by the Student Health Care Center.

Twelve-Day Rule:
Students who participate in athletic or extracurricular activities are permitted to be absent 12 scholastic days per semester without penalty. (A scholastic day is any day on which regular class work is scheduled.) Instructors must be flexible when scheduling exams or other class assignments. The 12-day rule applies to individual students participating on athletic or scholastic teams. Consequently, a group’s schedule that requires absence of more than 12 days should be adjusted so that no student is absent from campus more than 12 scholastic days.

If you previously have been warned about absences or unsatisfactory work you should not incur additional absences, even if you have not been absent 12 scholastic days. It is your responsibility to maintain satisfactory academic performance and attendance.

OTHER POLICIES:
In addition, students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at https://evaluations.ufl.edu. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu.

Finally, in the event a student needs access to university counseling services and mental health services, they may contact: 392-1575, or http://www.counseling.ufl.edu/cwc/Default.aspx. For any additional emergencies students may contact University Police Department: 392-1111 or 9-1-1 for emergencies.