

# The University Of Toledo

## New Graduate Course Proposal

\* denotes required fields

1. College\*:

Department\*:

2. Contact Person\*:  Phone:  (xxx - xxxx) Email:

3. Alpha/Numeric Code (Subject area - number)\*:  -

4. Proposed title\*:   
Proposed effective term\*:  ( e.g. 201140 for 2011 Fall)

5. Is the course cross-listed with another academic unit?  Yes  No

Approval of other academic unit (signature and title)

Is the course offered at more than one level?  Yes  No

If yes, an undergraduate course proposal form must also be submitted. If the undergraduate course is new, complete the [New Undergraduate Course Proposal](#); if the undergraduate course is existing, submit an [Undergraduate Course Modification Proposal](#).

6. Credit hours\*: Fixed:  or Variable:

to

7. Delivery Mode: Primary\* Secondary Tertiary

a. Activity Type \*

b. Minimum Credit Hours \*

Maximum Credit Hours \*

c. Weekly Contact Hours \*

8. Terms offered:  Fall  Spring  Summer

Years offered:  **Every Year**  **Alternate Years**

9. Are students permitted to register for more than one section during a term?  No  Yes

May the courses be repeated for credit?  No  Yes

10. Grading System\*:
- Normal Grading (A-F, S/U, WP/WF, PR, I)
  - Satisfactory/Unsatisfactory (A-C, less than C)
  - Grade Only (A-F, WP/WF, PR, I)
  - Audit Only
  - No Grade

11. Prerequisites (must be taken **before**): i.e. C or higher in (BIOE 4500 or BIOE 5500) and C or higher in MATH 4200

PIN (Permisson From Instructor)  PDP (Permission From Department)

Co-requisites (must be taken **together**):

12. Catalog Description\* (**75 words Maximum**)

Course will develop a context-specific in depth conceptual and applied understanding of both the strategic and interpersonal processes required to develop a successful proactive sales culture within diverse types of businesses. The sales planning, problem solving, interpersonal and communication skills, goal setting and accountability used by successful sales leaders will be researched, discussed and evaluated. Developmental recommendations for sales leadership improvement will be made, monitored, and revised throughout the program.

13. Attach a syllabus - a syllabus template is available from the University Teaching Center. Click [here](#) for the Center's template.

File Type	View File
Syllabus	<a href="#">View</a>

14. Comments/Notes:

See attached syllabus.

7b. Minimum Credit Hours corrected from 3 to 4  
 Maximum Credit Hours corrected from 3 to 4  
 T.H. on behalf of Graduate Council Curriculum Committee and program. 2.15.2017

15. Rationale:

This course is part of a 9 course curriculum associated with the newly proposed Executive Master of Sales Leadership degree program.

### Course Approval:

Department Curriculum Authority:	Michael Mallin	Date	2017/01/19
Department Chairperson:	Thomas W. Sharkey	Date	2017/01/20
College Curriculum Authority or Chair:	Michael Mallin	Date	2017/01/20
College Dean:	Anand S. Kunnathur	Date	2017/01/20
Graduate Council:	Constance Schall (GC 2.7.2017)	Date	2017/02/15
Dean of Graduate Studies:	Amanda Bryant-Friedrich	Date	2017/02/16
Office of the Provost :		Date	

print

### Administrative Use Only

**Effective Date:**

  (YYYY/MM/DD)

**CIP Code:**


**Subsidy Taxonomy:**

**Program Code:**

**Instructional Level:**

### Registrar's Office Use Only

**Processed in Banner on:**

**Processed in Banner by:**

**Banner Subject Code:**

**Banner Course Number:**

**Banner Term Code:**

**Banner Course Title:**

## Executive Masters in Sales Leadership (EMSL) Course Syllabus

1. Title of Course: **Sales Planning and Processes**  
Course Number: **EMSL6100 (4.0 credits)**  
  
Contact Hours: 8 hours of face-to-face classroom meeting (intensive capstone residencies); 12 hours of synchronous online instruction; 40 hours of asynchronous online instruction (e.g., lecture capture, other video, online study and exercises, etc.)
  
2. Description of course:  
  
Sales Planning and Processes examines essential principles of planning and strategically managing the sales process and the sales force in a global marketplace. The course positions the sales leader as a business owner / entrepreneur required to manage multiple and complex issues with minimal “corporate” support. This course will require interaction with a variety of internal and external contacts. Participants will assess, research, and report on real world issues including organizational structure and policies, ethical conflicts, cultural / ethnic diversity, legal issues, and multi-national topics.  
  
The course is delivered online for twelve weeks (using synchronous and asynchronous methods, group work and self-study), and culminates in an eight-hour, face-to-face class meeting. Cohort groups will prepare group work during the online portion, and present at the class meeting. Class meetings will utilize primarily a capstone format, providing experiential learning and application of online course content. Outside industry experts may be invited as guest speakers at times.
  
3. Course Prerequisites: None
  
4. Course Objectives:  
  
Course provides frameworks and tools to target and implement improvements in sales, business development, and strategic sales management processes. Course explores fundamental principles of sales operations, develops an analytic framework for identifying and evaluating alternative sales strategies, and explores various approaches to sales.
  
5. Student Learning Outcomes:  
  
Upon completion of this course students will be able to:
  - Develop and write comprehensive, integrated sales plans
  - Utilize various sales forecasting techniques
  - Analyze and diagnose sales processes for improved performance
  
6. Topical Outline of Course Content:
  - Organizational Buying Behavior

- Understanding Sales Cycles
- Developing a Sales Process
- Strategic and Operational Sales Planning
- Analyzing Market Potential and Sales Potential
- Estimating Market and Sales Potentials
- Customer Account Analysis
- Territory Potentials
- Sales Forecasting
- Sales Force Organization
- Integrating the Sales Function with Other Business Functions
- Strategic Sales Force Management
- Making Tough Sales Strategy Choices
- Adapting Sales Strategy to the Competitive Environment
- Sales Force Performance Evaluation
- The Sales Management Audit

7. Guidelines and Suggestions for Teaching Methods and Student Learning Activities:

- This course will evaluate best practices across global sales and marketing organizations to study methods to systematically increase the organizational capability in delivering business development results.
- Class discussion and lectures. Sales simulations, group and individual exercises and projects for skill development.

8. Guidelines and Suggestions for Methods of Student Assessment:

- Class Participation            20%
- Cases and Simulations        20%
- Exams                                30%
- Project                                30%

9. Suggested Readings, Texts & Objects of Study:

- *Mastering Your Sales Process: How to Create a Winning Sales Process for You, Your Boss, and Your Prospects* by David Masover (Feb 4, 2010)
- *Fundamentals of Demand Planning and Forecasting* by Chaman L. Jain, Jack Malehorn, (2012)
- *Hyper Sales Growth: Street-Proven Systems and Processes. How to Grow Quickly and Profitably* Jack Daly (April 22, 2014)
- *Forecasting: principles and practice* by Rob J Hyndman, George Athanasopoulos (October 17, 2013)
- *Demand-Driven Forecasting: A Structured Approach to Forecasting Hardcover* by Charles W. Chase (August 10, 2009)
  - *Sales Management Power Strategies: Building a replicable and scalable sales process.* Paul R. Dimodica. Johnson & Hunter (June 5, 2006).
  - *Sales Forecasting: A New Approach.* Thomas F. Wallace. Robert A. Stahl. T. F. Wallace & Company (January 2, 2002).
  - *Integrated Sales Process Management: A methodology for improving sales effectiveness in the 21st Century.* Michael W. Lodato. AuthorHouse (May 17, 2006).

## 10. Bibliography:

- *Aligning Strategy and Sales: The Choices, Systems, and Behaviors that Drive Effective Selling*, Cespedes, Frank V. Harvard Business Press, 2014.
- *Beyond the Sales Process: 12 Proven Strategies for a Customer-Driven World* by Steve Andersen, Dave Stein, Jeff Cummings, (April 4, 2016)
- *Sales and Operations Planning How To Run an S&OP Process Everyone Understands by* Duncan McLeod, Kathleen McLeod, Doug Dedman, Ben Stackhouse (2016)
- *Sales Process Engineering: A Personal Workshop*. Paul H. Selden. ASQ Quality Press (November 1996).
- *Introduction to Sales Process Improvement: Gaining More of the Right Customers at Higher Margins and Lower Costs with Lean and Six Sigma*. Michael J Webb. Sales Performance Consultants, Inc. (June 8, 2005).
- Tony Alhadeff. "Engaging The Sales Organization for A Better Forecast. " *The Journal of Business Forecasting Methods & Systems* 23.1 (2004): 7-10.
- Gwin, John M., Perreault, William D., Jr.. "Industrial Sales Call Planning. " *Industrial Marketing Management* 10.3 (1981): 225.
- Lidstone, John. "How to Plan the Sales Operation. " *Marketing Intelligence & Planning* 8.4 (1990): S1.
- Ron D'Andrea (2005). Executing profitable sales negotiations: selling value, not price. *Industrial and Commercial Training*, 37(1), 18-24.