

AGEC 3313
Agribusiness Sales Management
Spring 2008

Instructor:	Dr. H. L. Goodwin, Jr. AGRI 216 (or POSC 208) 575-2283 (or 575-7118) haroldg@uark.edu														
Office Hours:	MW 1:30 p.m. - 3:00 p.m., POSC O-208 TR By appointment, AGRI 216														
Prerequisites:	AGEC 1103 or ECON 2023														
Required Text:	Downey, W.D., M. Holschuh and M.A. Jackson <i>AgriSelling: Principles and Practice</i>														
Course Philosophy:	<p>This course is designed to introduce the student to professional selling techniques for food, agricultural, and other industrial/institutional products. Considerable time will be spent on developing professional selling techniques with special regard for the unique aspects of food and agricultural products and the characteristics of the consumers purchasing these specialized products. Students will be expected to develop a sales presentation for a food or agricultural product that will be presented for peer and professional evaluation. At the conclusion of the course the student should have an understanding and proficiency of some of the key concepts required for agribusiness firms, including:</p> <ol style="list-style-type: none">1) What is Selling and How People Buy2) Customer Value and Your Role3) Effective Selling Skills4) Code of Ethics5) Handling Customer Complaints/Conflicts6) Collecting Accounts7) Planning and Preparing for Customer Meeting8) Selling Products vs. Commodities9) Brands and Branding10) Location11) Negotiation														
Course Evaluation:	<table><tr><td>Exam I</td><td>20%</td></tr><tr><td>Exam II</td><td>20%</td></tr><tr><td>Study a Salesperson</td><td>20%</td></tr><tr><td>Professional Sales Interview</td><td>15%</td></tr><tr><td>Professional Sales Presentation (PSP)</td><td>20%</td></tr><tr><td>PSP Worksheet</td><td><u>5%</u></td></tr><tr><td></td><td>100%</td></tr></table>	Exam I	20%	Exam II	20%	Study a Salesperson	20%	Professional Sales Interview	15%	Professional Sales Presentation (PSP)	20%	PSP Worksheet	<u>5%</u>		100%
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The Beer Game: The Beer Game is one of a number of management tools developed at MIT's Sloan School of Management. The game was developed by Sloan's System Dynamics Group in the early 1960s as part of Jay Forrester's research on industrial dynamics. Its has been played all over the world by thousands of people ranging from high school students to chief executive officers and government officials. The game is played on a board that portrays the production and distribution of beer. Each team consists of four sectors: Retailer, Wholesaler, Distributor, and Factory arranged in a linear distribution chain. You have been given 3 OPEN class dates on the syllabus to compensate for the evening outside of class time needed to play the BEER GAME.

Study a Salesperson (SAS): will require that the student spend at least one day with the salesperson observing professional skills used and characteristics of customers. Each student is responsible for finding their own salesperson. Retail clerks do not qualify for this project. Details will be given the second week of class. A written report will be required for this activity. Reports will not be accepted after 4:30 p.m. on their due date.

Professional Sales Interview (PSI): According to student interest, teams will be assigned for this group activity, which will include spending time with selected sales representatives and management from regional, national and multi-national firms in NWA. Details of this activity will also be distributed in the second week of the course. A 30-minute formal "news-style" panel interview will be conducted by each team with their sales professional, with an additional 10 minutes available for questions and answers from the class. **You Must Complete and submit the PSP worksheet to the instructors satisfaction as a requirement for presentation.**

Professional Sales Presentations (PSP): will require each student to prepare a 12-minute presentation for a food or agribusiness product, presented to a professional salesperson and a DBCAFLS faculty member for evaluation. Details of the project will be discussed throughout the semester. A PSP worksheet must be completed in order to make a presentation (see PSP assignment packet).

In addition, the following attendance policy will be strictly implemented:

0 absences	3% added to final course grade
1 absence	2% added to final course grade
2 absences	1% added to final course grade
3 absences	no grade effect
4+ absences	1% per absence for all absences over 3 subtracted from final course grade

Grades will be assigned as follows:

≥ 90%	A
80-89%	B
70-79	C
60-69%	D
< 60	F

Conditions regarding late work: Late work will be penalized 25% per day and will not be accepted after the beginning of the next class period on which they were due.

Make-Up Exams: Make up exams will be given for students on university-sponsored activities if advance notice is given.

Inclement Weather: If the University is open but the Fayetteville school system is closed, we will not have class. If both the University and the Fayetteville school system are open, class will be held as schedules.

Please use your best judgment before getting on the road. *Students who live off-campus will have the opportunity to make up a missed exam. However, in order to receive full credit on homework, homework must be emailed to the instructor by 10:30 A.M. the day it is due.*

ACADEMIC DISHONESTY

The University of Arkansas, Fayetteville, presents this policy as part of its effort to maintain the integrity of its academic processes. Academic honesty should be a concern of the entire university community, and a commitment to it must involve students, faculty members, and University administrators.

Students must understand what academic integrity is and what the most common violations are. With that understanding they must commit themselves to the highest standards for their own, as well as for their peers', academic behavior.

Public support and encouragement of the faculty is a second critical component necessary to strengthen academic integrity on campus. Faculty members must be continually vigilant in the management of their classes, their assignments, and their tests. To see the entire policy text and provisions, please visit the web site at <http://advancement.uark.edu/catalogofstudies/03-04/html/academicregs.html#02>

STUDENTS WITH DISABILITIES

The Center for Students with Disabilities (CSD), located in 104 Arkansas Union, serves as the central campus resource for students with disabilities. Working in partnership with students, faculty, and staff, the goal of the CSD is to ensure a physically and educationally accessible university environment. CSD staff work individually with students and assists academic and non-academic units to determine reasonable accommodations that will enable every student to have access to the full range of programs, services, and activities offered through the University. For more information contact the CSD at:

Center for Students with Disabilities
University of Arkansas
104 ARKU
Fayetteville, AR 72701,
479-575-3104 (Voice) or 479-575-3646 (TTY)
479-575-7445 (Fax)
Email: ada@uark.edu

COURSE SCHEDULE: AGECE 3313

Date	Topic
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Jan 14	Introduction and Ch. 1: What is Agri Selling?
16	Ch. 2: The Sales Profession & Ch. 3: Rewards of an Agricultural Selling Career
18	Ch. 4: Why People Buy
21	OPEN
23	Ch. 4: Why People Buy
25	Ch. 5: How People Buy
28	Ch.6: Customers Buy Value; Ch.7: The Market System
30	Ch.6: Customers Buy Value
Feb 1	Ch.8: Selling With a Strategy – <i>Sandy Hamm, Sandyhammhorses.com</i>
4	Ch. 9: Prospecting – <i>Frank Taylor, FedEx</i>
6	OPEN
8	EXAM I
11	Ch. 10: Planning and Organizing for Success
13	Ch. 11: Opening the Call
15	Ch. 12: Identify Customer Needs and Values
18	Ch. 12: Identify Customer Needs and Values
20	Ch. 13: Presenting Your Value – <i>Ed Fryar, Ozark Mtn. Poultry</i>
22	Ch. 14: Dealing with Resistance; Ch. 16: Creating Customer Satisfaction
25	Ch. 14: Dealing with Resistance
27	Ch. 15: Closing the Sale
29	Selling Products vs. Commodities
Mar 3	Selling Products vs. Commodities
5	EXAM 2
7	Brands and Branding – <i>Ali Perry, Tyson Foods</i>
10	Brands and Branding
12	In-Store Location
14	OPEN
17-21	SPRING BREAK SPRING BREAK SPRING BREAK SPRING BREAK
24	Professional Sales Interview – <i>Industry</i>
26	Professional Sales Interview – <i>Industry</i>
28	Professional Sales Interview – <i>Industry</i>
31	Professional Sales Interview – <i>Industry</i>
Apr 2	Professional Sales Interview – <i>Industry</i>
4	Professional Sales Interview – <i>Industry</i>
7	Negotiation and Conflict Resolution; Beer Game
9	Negotiation and Conflict Resolution; Beer Game; CPI WORKSHEET DUE
11	Professional Sales Presentations - Consultations; Beer Game
14	Professional Sales Presentations - Consultations
16	Professional Sales Presentations - Consultations; PSI WORKSHEET DUE
18	Professional Sales Evaluations
21	Professional Sales Evaluations
23	PROFESSIONAL SALES PRESENTATIONS
25	PROFESSIONAL SALES PRESENTATIONS
28	Course Evaluations
30	OPEN