

Salesmanship in Agribusiness and Agriculture Syllabus

AEDE 3121 – Autumn 2023

Course Information

- **Course times and location:** Mondays, 8am – 10:45 am, Ag Admin 246
- **Credit hours:** 3
- **Mode of delivery:** In-Person

Instructor

- **Name:** Chris Williams
- **Email:** williams.6099@osu.edu
- **Phone Number:** 513-383-4859
- **Office hours:** By Request (likely via Zoom)
- **Preferred means of communication:**
 - My preferred method of communication for questions is **email**.
 - My class-wide communications will be sent through the Announcements tool in Carmen. Please check your [notification preferences](https://go.osu.edu/canvas-notifications) (go.osu.edu/canvas-notifications) to be sure you receive these messages.

Course Prerequisites

None

Course Description

Principles and techniques of selling to agribusiness buyers.

AEDE 3121 is a three-credit course that will provide in-depth insight into the sales function within agribusiness. The course is comprised of a series of lectures as well as guest speakers that have extensive industry sales and sales management experience (and represent an excellent opportunity for networking). Students will be exposed to many facets of the role of



professional selling in agriculture. In addition, students will be required to identify and interview a sales professional and file a report on their interview. Students will also be required to put sales concepts into practice by “shadowing” an agriculture industry professional. Towards the end of the semester, students will complete a comprehensive sales presentation on a product or service of their choosing and will have several opportunities to continue to put concepts into practice by utilizing a network of industry sales professionals.

The role of professional sales within agribusiness will be explored. Focus will be on developing value-based relationships for effective selling results in a business-to-business environment. There will be emphasis placed on how to conduct an effective business discussion in the context of the sales role. The communication concepts that will be learned are transferrable skills to other aspects of professional communication in general.

The relative role of how the sales function relates with marketing will be discussed. Company organization of the sales and marketing functions will be examined along with the implication on the respective career paths that may be available to students.

The class will explore and discuss a full understanding of relationship selling in a business environment. Students will investigate fundamentals of interpersonal skills and related communication concepts, as well as consumer buying motives and additional business acumen skills such as time and territory management, sales planning, budgeting, negotiation skills, and business ethics.

Learning Outcomes

By the end of this course student should successfully be able to:

Learning Outcome	Assessment Tool
Understand the role of professional sales within agribusiness, with a focus on developing value-based relationships for effective selling results in a B-2-B environment.	Active participation in class discussion as well as quizzes and exams.
Initiate a sales discussion and ask questions to gain insight on customer needs.	Sales Interview Assignment
Effectively position and sell a product or service in a “real-life” scenario via an industry professional role-play exercise.	Sales Project

How This Course Works

Mode of delivery: We will meet in person for lectures on Monday mornings from 8:00 am to 10:45 am. As punctuality is an expectation in sales, class will begin promptly at 8:00 am and attendance is expected.

Credit hours and work expectations: This is a 3 credit-hour course. According to [Ohio State bylaws on instruction](https://www.go.osu.edu/credithours) (go.osu.edu/credithours), students should expect around 3 hours per week of time spent on direct instruction (instructor content and Carmen activities, for example) in addition to 6 hours of homework (reading and assignment preparation, for example) to receive a grade of C average.

Attendance and participation requirements: Research suggests that regular participation is one of the highest predictors of success. With that in mind, I have the following expectations for everyone's participation:

- **Participating in classroom activities: twice per week**
If you have a situation that might cause you to miss an entire week of class lecture, discuss it with me *as soon as possible*.



Course Materials, Fees and Technologies

Required Materials and/or Technologies

Please bring a notebook or laptop/tablet (to take notes and for paper to submit for pop quizzes) and a pen/pencil to class.

There are no required textbooks for AEDE 3121.

Required equipment

- Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
- Webcam: built-in or external webcam, fully installed and tested (for optional office hour zoom meetings)
- Microphone: built-in laptop or tablet mic or external microphone (for optional office hour zoom meetings)
- **Other:** a mobile device (smartphone or tablet) to use for BuckeyePass authentication

If you do not have access to the technology you need to succeed in this class, review options for [technology and internet access](https://go.osu.edu/student-tech-access) (go.osu.edu/student-tech-access).

Required software

- [Microsoft Office 365](#): All Ohio State students are now eligible for free Microsoft Office 365 ProPlus through [Microsoft's Student Advantage program](#). Full instructions for downloading and installation is found <https://ocio.osu.edu/kb04733>

Carmen Access

You will need to use [BuckeyePass](#) multi-factor authentication to access your courses in Carmen. To ensure that you are able to connect to Carmen at all times, it is recommended that you take the following steps:

- Register multiple devices in case something happens to your primary device. Visit the [BuckeyePass - Adding a Device](#) help article for step-by-step instructions.
- Request passcodes to keep as a backup authentication option. When you see the Duo login screen on your computer, click "Enter a Passcode" and then click the "Text me new codes" button that appears. This will text you ten passcodes good for 365 days that can each be used once.
- Download the [Duo Mobile application](#) to all of your registered devices for the ability to generate one-time codes in the event that you lose cell, data, or Wi-Fi service.

If none of these options will meet the needs of your situation, you can contact the IT Service Desk at 614-688-4357 (HELP) and the IT support staff will work out a solution with you.



Technology skills necessary for this specific course

- Basic computer and web-browsing skills
- Navigating CarmenCanvas (go.osu.edu/canvasstudent)
- Zoom text, audio, and video chat (for optional office hours)

Technology Support

For help with your password, university email, CarmenCanvas, or any other technology issues, questions or requests, contact the IT Service Desk, which offers 24-hour support, seven days a week.

- **Self Service and Chat:** go.osu.edu/it
- **Phone:** [614-688-4357 \(HELP\)](tel:614-688-4357)
- **Email:** servicedesk@osu.edu

Grading and Faculty Response

How Your Grade is Calculated

Assignment Category	Points
Exam #1	100 points (10%)
Exam #2	100 points (10%)
Sales Interview	150 points (15%)
Sales "Ride Along"	150 points (15%)
Sales Presentation Project	200 points (20%)
Final Exam	100 points (10%)
Class Participation	200 points (20%)
Total	1000 points (100%)

Descriptions of Major Course Assignments

Exams (30%)

Description: Exams will be based on material discussed in class and will evaluate the understanding of that material by the student. Exams are mostly short answer/essay format, but may also include some "fill in the blank" questions or multiple choice questions as well. The expectation is that exams will be taken on the day that is announced in class, and any exceptions to this must be communicated in advance by the student. In the event that a student cannot be present for an exam, a make-up date will be agreed upon by the instructor and the student. The final exam will be given during the scheduled final exam time and will be comprehensive.

Academic Integrity and Collaboration: Integrity is important in sales. In that regard, students will be expected to complete work independently unless otherwise communicated by the instructor. Some collaborative group work will be done in class and reviewing for an exam with peers is encouraged by the instructor to help increase networking opportunities. However, independent work on the exam itself is strictly enforced.

Sales Interview (15%)

Description: Students will be expected to identify a sales professional and conduct an interview. This exercise is beneficial in helping the student to gain a better understanding of the daily duties of sales professionals and for helping to conquer the inherent fear of initiating a business discussion with another person. The student will submit a one-page written report that summarizes their learnings from the interview.

Academic Integrity and Collaboration: Integrity is important in sales. In that regard, students will be expected to complete work independently unless otherwise communicated by the instructor. Some collaborative group work will be done in class and gathering with peers to compare experiences is encouraged by the instructor to help increase networking opportunities. However, independent work on the Sales Interview itself is strictly enforced.

Sales “Ride-Along” (15%)

Description: Students in AEDE 3121 will be expected to schedule a “shadowing” experience with an industry professional. Students will be given a list of industry leaders in different facets of production agriculture and will be expected to contact the individual, communicate the intent of the experience, schedule a time and date to meet with the individual, and report back on key findings learned during the experience. Proper attire, professionalism, and punctuality will be expected as a representative of AEDE 3121 and The Ohio State University. Students will be required to provide a two-page written report that summarizes their experience on this practical, real-world sales experience, including a summary of the sales professional and customer that was visited and what sales skills were observed.

Academic Integrity and Collaboration: Integrity is important in sales. In that regard, students will be expected to complete work independently unless otherwise communicated by the instructor. Some collaborative group work will be done in class and reviewing your “ride-along” experience with peers is encouraged by the instructor to help increase networking opportunities. However, independent work on the “ride-along” itself is strictly enforced.

Sales Presentation Project (20%)

Description: Students will also be required to select a product or service of their choosing, research the features, advantages, and benefits of that product or service, and then conduct a “real-life” sales presentation to an outside industry professional. Professional dress will be required for interactions with these industry professionals (there will hopefully be an opportunity for networking as well). The industry professionals will provide input that will help determine grades for the project based on the following rubric:

- *Develop rapport with customer, correct use of PILL Approach, proper body language and eye contact – 20 points
- *Proper questioning techniques to find customer needs – 15 points
- *Clearly state value proposition and tie FABs to customer needs, dollarize and ROR/ROI – 20 points
- *Use of Visual and Kinesthetic tools – 15 points
- *Manage questions/objections/negotiations – 20 points
- *Closing with Follow Up – 10 points

The student will also submit a written report to supplement the presentation. The written report will consist of the following:

- *Judges explanation sheet
- *Preparation materials – Kinesthetic or Visual tools used
- *Value Proposition statement
- *FAB Chart
- *Anticipated questions/objections
- *Powerful 3 Column Chart
- *Negotiation Table

Academic Integrity and Collaboration: Integrity is important in sales. In that regard, students will be expected to complete work independently unless otherwise communicated by the instructor. Some collaborative group work will be done in class and reviewing ideas for the Sales Project with peers is encouraged by the instructor to help increase networking opportunities. However, independent work on the Sales Presentation Project itself is strictly enforced.

Class Participation (20%)

Description: Students are expected to come to class prepared to engage in discussions and participate in group interactions. Participation is evaluated by pop quizzes, in-class exercises, and homework assignments. Students that are not able to participate in class should communicate to the instructor BEFORE class begins. In the case of illness or emergency, contact the instructor as soon as possible; decisions regarding possible accommodations will be made on a case-by-case basis with appropriate documentation (e.g., doctor's note). Please see the Attendance Policy.

Class Participation Grading Detail:

Quizzes (3) – 20 points each

Myers-Briggs Self Assessment (www.16personalities.com) – 20 points

In-Class Exercises (4) – 10 points each

Homework Assignments (4) – 20 points each

Academic Integrity and Collaboration

Integrity is important in sales. In that regard, students will be expected to complete work independently unless otherwise communicated by the instructor. Some collaborative group work will be done in class and will be part of the Class Participation grade as described above.

Attendance Policy

Attendance for lecture and completion of assignments prior to the due date is expected. In the event that a student is not able to attend lecture or complete assignments on time, please make every reasonable attempt to provide notification to the instructor before class is missed or before the assignment is due. In the case of illness or emergency, contact the instructor as soon as possible; decisions regarding possible accommodations will be made on a case-by-case basis with appropriate documentation (e.g., doctor's note).

Late Assignments

Please refer to Carmen for due dates. Due dates are set to help you stay on pace and to allow timely feedback that will help you complete subsequent assignments. In the case of illness or emergency, contact the instructor as soon as possible; decisions regarding possible accommodations will be made on a case-by-case basis with appropriate documentation (e.g., doctor's note).

Instructor Feedback and Response Time

I am providing the following list to give you an idea of my intended availability throughout the course. Remember that you can call [614-688-4357 \(HELP\)](tel:614-688-4357) at any time if you have a technical problem.

- **Preferred contact method:** If you have a question, please contact me first through my Ohio State email address. I will reply to emails within 48 hours on days when class is in session at the university.
- **Class announcements:** I will send all important class-wide messages through the Announcements tool in CarmenCanvas. Please check [your notification preferences](http://go.osu.edu/canvas-notifications) (go.osu.edu/canvas-notifications) to ensure you receive these messages.
- **Grading and feedback:** For assignments submitted before the due date, I will try to provide feedback and grades within **seven days**. Assignments submitted after the due date may have reduced feedback and grades may take longer to be posted.

Grading Scale

93–100: A
90–92.9: A-
87–89.9: B+

83–86.9: B
80–82.9: B-
77–79.9: C+
73–76.9: C
70–72.9: C-
67–69.9: D+
60–66.9: D
Below 60: E

Other Course Policies

Discussion and Communication Guidelines

- **Writing style:** You should remember to write using proper grammar, spelling, and punctuation.
- **Tone and civility:** Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn't always come across online. I will provide specific guidance for discussions on controversial or personal topics.
- **Citing your sources:** When we have academic discussions, please cite your sources to back up what you say. For the textbook or other course materials, list at least the title and page numbers. For online sources, include a link.
- **Backing up your work:** Consider composing your academic posts in a word processor, where you can save your work, and then copying into the Carmen discussion.

Academic Integrity Policy

See [Descriptions of Major Course Assignments](#) for specific guidelines about collaboration and academic integrity in the context of this online class.

Ohio State's Academic Integrity Policy

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the university's [Code of Student Conduct](#) (studentconduct.osu.edu), and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the university's *Code of Student Conduct* and this syllabus may constitute "Academic Misconduct."

The Ohio State University's *Code of Student Conduct* (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the university or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the university's *Code of Student Conduct* is never considered an excuse for academic misconduct, so I recommend that you review the *Code of Student Conduct* and, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by university rules to report my suspicions to the Committee on Academic

Misconduct. If COAM determines that you have violated the university's Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the university. If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me.

Other sources of information on academic misconduct (integrity) to which you can refer include:

- [Committee on Academic Misconduct](http://go.osu.edu/coam) (go.osu.edu/coam)
- [Ten Suggestions for Preserving Academic Integrity](http://go.osu.edu/ten-suggestions) (go.osu.edu/ten-suggestions)
- [Eight Cardinal Rules of Academic Integrity](http://go.osu.edu/cardinal-rules) (go.osu.edu/cardinal-rules)

Copyright for Instructional Materials

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

Creating an Environment Free from Harassment, Discrimination, and Sexual Misconduct

The Ohio State University is committed to building and maintaining a community to reflect diversity and to improve opportunities for all. All Buckeyes have the right to be free from harassment, discrimination, and sexual misconduct. Ohio State does not discriminate on the basis of age, ancestry, color, disability, ethnicity, gender, gender identity or expression, genetic information, HIV/AIDS status, military status, national origin, pregnancy (childbirth, false pregnancy, termination of pregnancy, or recovery therefrom), race, religion, sex, sexual orientation, or protected veteran status, or any other bases under the law, in its activities, academic programs, admission, and employment. Members of the university community also have the right to be free from all forms of sexual misconduct: sexual harassment, sexual assault, relationship violence, stalking, and sexual exploitation.

To report harassment, discrimination, sexual misconduct, or retaliation and/or seek confidential and non-confidential resources and supportive measures, contact the Office of Institutional Equity:

1. Online reporting form at equity.osu.edu,
2. Call 614-247-5838 or TTY 614-688-8605,
3. Or Email equity@osu.edu

The university is committed to stopping sexual misconduct, preventing its recurrence, eliminating any hostile environment, and remedying its discriminatory effects. All university

employees have reporting responsibilities to the Office of Institutional Equity to ensure the university can take appropriate action:

- All university employees, except those exempted by legal privilege of confidentiality or expressly identified as a confidential reporter, have an obligation to report incidents of sexual assault immediately.
- The following employees have an obligation to report all other forms of sexual misconduct as soon as practicable but at most within five workdays of becoming aware of such information: 1. Any human resource professional (HRP); 2. Anyone who supervises faculty, staff, students, or volunteers; 3. Chair/director; and 4. Faculty member."

Diversity

The Ohio State University affirms the importance and value of diversity of people and ideas. We believe in creating equitable research opportunities for all students and to providing programs and curricula that allow our students to understand critical societal challenges from diverse perspectives and aspire to use research to promote sustainable solutions for all. We are committed to maintaining an inclusive community that recognizes and values the inherent worth and dignity of every person; fosters sensitivity, understanding, and mutual respect among all members; and encourages each individual to strive to reach their own potential. The Ohio State University does not discriminate on the basis of age, ancestry, color, disability, gender identity or expression, genetic information, HIV/AIDS status, military status, national origin, race, religion, sex, gender, sexual orientation, pregnancy, protected veteran status, or any other bases under the law, in its activities, academic programs, admission, and employment.

To learn more about diversity, equity, and inclusion and for opportunities to get involved, please visit:

- <https://odi.osu.edu/>
- <https://odi.osu.edu/racial-justice-resources>
- <https://odi.osu.edu/focus-on-racial-justice>
- <http://mcc.osu.edu/>

In addition, this course adheres to **The Principles of Community** adopted by the College of Food, Agricultural, and Environmental Sciences. These principles are located on the Carmen site for this course; and can also be found at <https://go.osu.edu/principlesofcommunity>. For additional information on Diversity, Equity, and Inclusion in CFAES, contact the CFAES Office for Diversity, Equity, and Inclusion (<https://equityandinclusion.cfaes.ohio-state.edu/>). If you

have been a victim of or a witness to a bias incident, you can report it online and anonymously (if you choose) at <https://equity.osu.edu/>.

Your Mental Health

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing. If you or someone you know are suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the Office of Student Life Counseling and Consultation Services (CCS) by visiting ccs.osu.edu or calling (614) 292- 5766. CCS is located on the 4th Floor of the Younkin Success Center and 10th Floor of Lincoln Tower. You can reach an on-call counselor when CCS is closed at (614) 292-5766 and 24 hour emergency help is also available through the 24/7 National Suicide Prevention Hotline at 1-(800)-273-TALK or at suicidepreventionlifeline.org

David Wirt, wirt.9@osu.edu, is the CFAES embedded mental health counselor. He is available for new consultations and to establish routine care. To schedule with David, please call 614-292-5766. Students should mention their affiliation with CFAES when setting up a phone screening. Accessibility Accommodations for Students with Disabilities

Requesting Accommodations

The university strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability including mental health, chronic or temporary medical conditions, please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with [Student Life Disability Services \(SLDS\)](#). After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. In light of the current pandemic, students seeking to request COVID-related accommodations may do so through the university's [request process](#), managed by Student Life Disability Services.

Disability Services Contact Information

- Phone: [614-292-3307](tel:614-292-3307)
- Website: slds.osu.edu
- Email: slds@osu.edu
- In person: [Baker Hall 098, 113 W. 12th Avenue](#)

Accessibility of Course Technology

This online course requires use of CarmenCanvas (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations as early as possible.

- [CarmenCanvas accessibility](https://go.osu.edu/canvas-accessibility) (go.osu.edu/canvas-accessibility)
- Streaming audio and video
- [CarmenZoom accessibility](https://go.osu.edu/zoom-accessibility) (go.osu.edu/zoom-accessibility)



Course Schedule

Refer to the CarmenCanvas course for up-to-date due dates.

Week/Date	Topic	Deliverables
Week 1 (Aug. 28)	Introduction	Review Syllabus
Week 2 (Sept. 4)	NO CLASS (Labor Day)	
Week 3 (Sept. 11)	Foundations of Selling	
Week 4 (Sept. 18)	Sales Path 101	Class Participation Activity
Week 5 (Sept. 25)	Sales Path, cont.	
Week 6 (Oct. 2)	Intro to Value Selling	Review for Exam #1
Week 7 (Oct. 9)	Value Selling	Exam #1
Week 8 (Oct. 16)	B2B Selling	Sales Interview Due
Week 9 (Oct. 23)	Relationship Building	
Week 10 (Oct. 30)	Negotiations	Class Participation Activity
Week 11 (Nov. 6)	Business Skills in Selling	Exam #2
Week 12 (Nov. 13)	Communication/Myers-Briggs Type Indicator	
Nov. 16 (tentative)	Sales Project Presentation	Sales Project Presentation
Week 13 (Nov. 20)	Advocacy	Sales Ride-Along Due
Week 14 (Nov. 27)	Customer Experience	Class Participation Activity
Week 15 (Dec. 4)	Sales Leadership/Success in Sales	Review for Final Exam

