

# **Agricultural Economics 3121**

## **Salesmanship in Agribusiness and Agriculture**

Fall Semester 2017

Stillman Hall 235

Mondays 8-9:50 am

### **Introduction**

AEDE 3121 is a 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 complete a comprehensive sales presentation on a product or service of their choosing.

### **Course Objectives**

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. Emphasis will be placed on how to conduct an effective business discussion in the context of the sales role. The communication concepts 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.

A full understanding of relationship selling in a business environment will be developed. Fundamentals of interpersonal skills and related communication concepts will be covered. Concepts of why people buy and the buying motives will be discussed. Additional business acumen skills such as time and territory management, sales planning, budgeting, negotiation skills, and business ethics will also be discussed.

### **Organization of Class**

The class meets for one hour fifty minutes each week for lecture. There will be in-class exercises, examples, and mini case studies employed as well. Quick quizzes may also be given to check for student comprehension. Regular class attendance is necessary in order to

accomplish course objectives. Attendance is not taken but poor attendance may affect your course grade.

### **Examinations**

A total of three exams will be given that test for comprehension of key sales concepts discussed in class. Exams will be a mix of multiple choice, fill-in-the-blank, and essay questions. An excused, planned absence must be discussed PRIOR TO MISSING THE EXAM. Any makeup exams for excused absences must be completed within one week of the originally scheduled exam. Communication is expected in the event of any conflicts on scheduled exam days.

### **Quizzes**

In-class quizzes will focus on that day's or the previous week's lecture. These can occur at any time during the class period and may be announced or unannounced. In-class exercises may also be used to supplement the lecture material.

### **Work Assignment Guidelines**

Assignments will be given to be completed outside of class. These assignments will be graded and the average applied to the points assigned for that portion of the overall class grade. It is expected that assignments be completed by the due date. Any deviation of this expectation must be discussed with the instructor. All assignments are expected to be submitted in professional business manner. Grammatical and/or writing errors will negatively impact the grade on assignments.

### **Sales Interview**

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. Guidelines will be discussed for effective questions to ask and expectations of the report to be submitted.

### **Sales Presentation Project**

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 with outside industry professionals. Professional dress will be required for interactions with these industry professionals (there will also hopefully be an opportunity for networking as well).

## **Course Grading:**

Exam #1 – 150 points (15%)

Exam #2 – 150 points (15%)

Sales Presentation – 200 points (20%)

Final Exam – 200 points (20%)

Class Participation (quizzes, in-class work, etc.) – 150 points (15%)

Sales Interview – 150 points (15%)

## **Final Grade (percent average of 1,000 total possible points):**

A	100 to 95.0	B-	80.0 to 82.9	D+	67.0 to 69.9
A-	94.9 to 90.0	C+	77.0 to 79.9	D	60.0 to 66.9
B+	87.0 to 89.9	C	73.0 to 76.9	F	<59.9
B	83.0 to 86.9	C-	70.0 to 72.9		

## **Academic Misconduct**

Each student is responsible for his/her own work on examinations and homework assignments. Plagiarism and other forms of cheating will not be tolerated. University rules provide for severe penalties for academic misconduct, ranging from course failure to dismissal from the University. The Code of Student Conduct is available at the Office of Student Affairs.

## **Student Disabilities**

Any student who feels he/she may need an accommodation based on the impact of disability should contact me privately to discuss their specific need.

## **Contact Information**

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