

# MKT or COM

## 3210 Sales Training

Syllabus  
3 Semester Hours

**Rationale:** Sales training has become a specialized area to accommodate the demand for more individuals in the field of personal sales. The responsibilities of the sales trainer go beyond those of the salesperson and require a broader understanding of the sales and marketing area.

**Purpose:** A study is made of the most effective way of training salespersons. The student is taught the responsibilities of a Sales Trainer and fulfills this role through role playing and trainer participation. This course will examine the Sales Leader as a trainer. This will be accomplished by studying the Southwestern Company and their training procedures. The class will come in contact with professional sales managers in order to experience first hand training methods.

**Format:** The course will consist of in-depth individual research into the training design of the Southwestern Sales School as a case study of the training process. The classroom instruction will consist of attendance at the week-long training meetings (50 hours of instruction) and twelve two-hour seminars throughout the summer, as well as, planning and design sessions. The student will engage in sales training with designated teams of sales persons.

**Assignments and Evaluation:** Your evaluation will be based on the following factors:  
\*Attendance during the lecture sessions and group meetnigs  
\*Leader's evaluation and recommendation (to be submitted by Southwestern Sales Manager  
\*Written self-evaluatoin  
\*Sales performance in the field experience  
\*Essay

The final essay assignment is described in this section.

FOR OFFICE USE ONLY
Unit amount: _____

## 3210 Seminar: Sales Training

### Essay Assignment Instructions

Name: \_\_\_\_\_ Account # \_\_\_\_\_

e-mail address: \_\_\_\_\_

Address: \_\_\_\_\_  
(Where you wish to receive your grade report)

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

SSN: \_\_\_\_\_

Sales Manager's Name: \_\_\_\_\_

### ASSIGNMENT:

#### PART I:

Write an essay (1000 words minimum typed, double spaced) which addresses the following issues concerning sales training:

- \* Why are sales training programs important?
- \* Explain the indispensable content areas that should be included in an effective training program? (Include the cycle of selling, business management, product knowledge, and emotional preparation.)
- " \* Provide a summary of The Southwestern Training Program and critique its effectiveness.

Your essay should discuss these questions and elaborate as much as possible. Feel free to use Southwestern School as a case example in your discussion of sales training.

#### Part II: Self Evaluation

This form, essay and the Self-Evaluation form on pages 141 and 142 MUST be completed as a part of the course requirements. **It is YOUR responsibility to submit all written work and evaluation forms to:**

College Credit Program  
Southwestern Marketing Department  
PO Box 305140  
Nashville, TN 37230  
USA  
or lscaling@southwestern.com