

Marketing 4380 – Digital Selling – Spring 2022

Mark 7A43 Digital and Inside Sales Syllabus

A. Logistics 🧐

Time and Location: Monday 6:00 to 9:00 PM,

Instructor: Carl Herman - Cherman@programforexcellenceinselling.com
713-305-7755
(Office hours by appointment thru Salesforce)

Communication

- All course-related communication will be through Salesforce - (group "Graduate - Digital and Inside Sales")
- Assignments will be submitted on Blackboard

[Class ZOOM link](#)

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B. Content

Course Description

The sales profession is changing rapidly. In 2011, customers had found 57% of the information they needed before engaging a sales professional. Today, this proportion has reached 70% - probably more. In the face of well informed and digitally-enabled customers, Selling and the sales process has changed. Salespeople need to learn how to engage customers both during the 70% portion (i.e., digital-world selling process), and the 30% portion (i.e., physical-world selling process).

This course will teach you how the digital world affects the sales profession, how the profession has responded and how companies should respond to gain a competitive advantage.

Learning Objectives

- Understand how digital technologies affect the sales function.
- Understand:
 - Inside Sales
 - Digital Sales
 - Social Media Selling

Class Material

[HBR Coursepack](#)

[Undergraduate Digital Selling Syllabus](#)

Daily Routine

For most days, I expect class meetings to follow this type of routine:

- Lecture/discussion/guest speaker focusing on the Strategic topic(s) of the day (40-50 minutes)
- Break (15-20 minutes)
- Case discussion – (30 Minutes)
- Question(s) of the Day (30 Minutes)

Schedule (subject to change)

Date	Lecture or Guest Speaker	Team Projects
3/21	<i>Syllabus Overview, Topic Introduction</i> <i>Sales Process Overview</i>	Review syllabus and DS Syllabus Use of Salesforce
3/28	Guest Speaker - Amy Vandaveer Novak Personal Branding in the Digital World Inside Sales - CH	Team 1 - What is a BDR/SDR. What kind of companies hire them, what do they do? What don't they do? Team 2 - How do you motivate people making 50 dials/day. How has Covid changed these orgs.
4/4	Inside Sales Review DS Class Performance	Team 1 = Qualtrics Case Team 2 - Zoltners Article

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4/11	Topic - Digital Sales - Guest speaker - Craig Mc Andrews.	Team 1 - What is a Sales Engagement solution? What are the criteria for a market that is better served by this solution than a standard sales process? .What are the components/capabilities of a SE solution? Team 2 - What is a Cadence? Why does their use increase sales performance. How is the class doing using Cadences
4/18	Topic - Digital Sales CH Lecture & review DS Class Performance	Team 1 - How are the students doing in their adoption of HVS? What is your forecasted performance against their quota Team 2 Hubspot Case
4/25	Topic - Social Media Selling Guest Speaker	Team 1 - How does a salesperson use Social Media platforms Team 2 - How are the students doing in their adoption of HVS. What is your forecasted performance against their quota?
5/3	Topic - Social Media Selling	Team 1 Salon Scale Case & Minsky/Quesenbery Team 2 - What are the 3 best social media platforms for a B2C salesperson? A B2B salesperson? Why? How do they best use each one?
5/10	Topic - Digital Transformation of Sales	Team 1 & 2 - Habel Article Team 1 & 2 DS adoption report

C. Assignments and Grading

Sales Engagement Adoption and Value Assessment (20%)

Analyzing the Sales Engagement platform adoption, effectiveness and efficiency by Bauer PES Business Development Representatives (BDR) The BDR role and its sister role – Sales Development Representative (SDR) – are the fastest growing positions in the sales profession. This project will require you to:

- Use Salesforce.com to quantitatively analyze the adoption of Digital Selling methods and tools and their effectiveness by the students (BDRs) in the undergraduate Digital Selling class.
- Interview a team (up to 6) students to qualitatively assess digital selling in PES as the students execute their sales process to make their quota of two qualified sales leads

This is a class about how sales organizations can use digital technology and sources to manage the customer journey, move prospects through each step in the sales process and ultimately gain a customer commitment. You will present a powerpoint presentation of your assessment of the effective use of the SE platform by PES students in class on the last day. **Submit the Powerpoint on Blackboard prior to the class discussion.**

The Undergraduate DS sales project begins **March 21st** and ends on **May 2nd**.

Case Presentations (15% each total of 30%):

- Each team will be assigned 2 cases/articles that will be formally presented/discussed in class on the dates indicated below.
 - **Use the questions or outline in the Blackboard Assignment for each case**
 - **Submit the Powerpoint on Blackboard prior to the class discussion.**
- **Everyone is expected to read the cases/articles before the class discussion.** These are interesting and relevant cases. A vibrant class discussion to learn everything the case contains requires participation from everyone. **A large part of your participation grade will be based on your engagement in this discussion.**
- **Here are the questions to answer for the Qualtrics Case:**

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- Would you continue using solely an inside sales model, or would you add a field sales function to seek out large enterprise customers?
- What is the role of a salesperson? Is the role changing with advances in technology?
- Would you continue with Qualtrics’ “radical transparency” strategy, which includes the use of the Odo system to track activities and “points”?
- If Qualtrics were to add a field sales function, how would you change the other elements of its sales management strategy?

Question of the Day (5% each, total of 20%):

- Each team will be assigned 4 sets of questions to be answered in class on the date indicated above. These questions are relevant to the primary topic for that week: Inside Sale, Digital Sales or Social Media sales. The team will prepare a powerpoint to answer the questions and guide a discussion about the topics covered. **Submit the Powerpoint on Blackboard prior to the class discussion.**

Digital Transformation of Sales Presentation - Guenzi and Habel (20%)

- On the last day of class each team will present their analysis of this article using a powerpoint presentation.
 - **Submit the Powerpoint on Blackboard prior to the class discussion.**
 - The presentation will incorporate the three major topics of the class (Inside Sales, Digital Sales and Social Media Selling) and the broader view of the organization’s Digital transformation from the article into an analysis of the past, present and future impact of digital technologies on sales organizations.

Class Participation - (10%)

- An effective class session can only occur if you, your classmates, and I are involved in the learning process. This requires detailed advance preparation from all of us. I expect everyone to be prepared for each class. This course is designed such that we will learn from each other. That means that when we discuss the assigned articles or any of the Cases I expect you to have prepared to be a part of the discussion whether your team is presenting the topic or not. A significant part of your participation grade is based on this preparation and class engagement.

D. Policies

Reasonable Academic Adjustments/Auxiliary Aids

The University of Houston complies with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, pertaining to the provision of reasonable academic adjustments/auxiliary aids for disabled students. In accordance with Section 504 and ADA guidelines, UH strives to provide

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reasonable academic adjustments/auxiliary aids to students who request and require them. If you believe that you have a disability requiring an academic adjustments/auxiliary aid, please contact [the Justin Dart Jr. Student Accessibility Center](#) (formerly the Justin Dart, Jr. Center for Students with DisABILITIES).

Recording of Class

Students may not record all or part of class, livestream all or part of class, or make/distribute screen captures, without advanced written consent of the instructor. If you have or think you may have a disability such that you need to record class-related activities, please contact the [Justin Dart, Jr. Student Accessibility Center](#). If you have an accommodation to record class-related activities, those recordings may not be shared with any other student, whether in this course or not, or with any other person or on any other platform. Classes may be recorded by the instructor. Students may use instructor's recordings for their own studying and notetaking. Instructor's recordings are not authorized to be shared with *anyone* without the prior written approval of the instructor. Failure to comply with requirements regarding recordings will result in a disciplinary referral to the Dean of Students Office and may result in disciplinary action.

Syllabus Changes

Due to the changing nature of the COVID-19 pandemic, please note that the instructor may need to make modifications to the course syllabus and may do so at any time. Notice of such changes will be announced as quickly as possible through Salesforce.