



**Sales Center Of  
Excellence**



# **Innovation in Teaching Professional Selling**

## **"The Perfect Pitch"**

**6 Steps In Today's Selling Environment**



**Donald Townsend, Visiting Instructor**

**Sales Certificate Program**

# Building The St. Joseph University Sales Center Of Excellence Certification



- 30+ years leading Sales Initiatives at Fortune 100 companies & Teaching since 2001 led me to pursue a chance to deliver a Sales Certification Program at SJU.
- Training many initiatives in the FMCG's sales teams I have developed along with my strong desire to give back to college students, led to my vision of how I wanted to deliver this program.
- **The goal was to take the simple textbook teaching and in class role playing to a higher level => live real-world experience with real-world customers. In addition, have my students in my sales management class coach, manage and motivate them to success.**
- Recognize the student's preparation for a successful start in business careers.
- Assist our perspective employers in training & developing the best candidates for sales positions; a skill that all professionals need to build their business whether in a large or small firm.

# We Are All Selling Our Wares/Ideas



Basic selling skills involve:

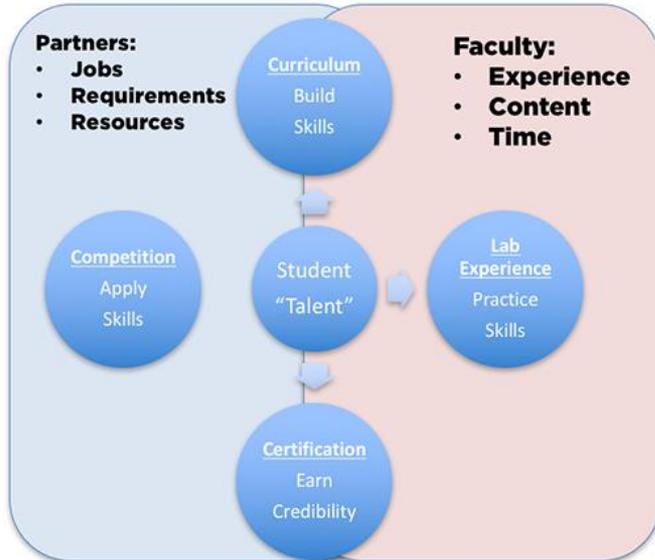
1. Getting attention and building rapport with clients/customers
2. Identifying their needs – Understanding of their customers or services situation and needs to succeed together.
3. Matching their product or service benefits to their buyers needs.
4. Understanding your needs to eliminate any concerns or questions they may have (objections/negotiation) and
5. Gaining a commitment to move the process further /confirm where you stand (close the deal)

Communication skills is one area, but the logic of the process to appeal to others needs is a vital part of selling. . . And of course, closing the deals once you have explored the opportunity.

# Selling. . . Everything



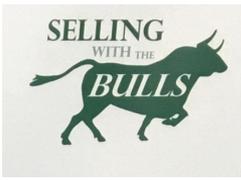
## Center for Sales Success Framework



### Benefits:

- **Competitive Differentiation**
- **Relevant Employability**
- **Performance Readiness**
- **Unrivalled Access**
- **Performance Reporting**
  - ✓ **Academics**
  - ✓ **Application**
  - ✓ **Placement**
  - ✓ **Retention**

Personal Selling	Sales Strategy	Sales Automation	Sales Certification
Examines fundamentals of personal selling and sales management and the development of communication and selling skills that yield desired sales results.	Understand the fundamentals of the sales process and how to ensure client engagement. Learn follow-up skills that will help you in every walk of life. Learn the fundamentals of effective business communication	The context, tools and conceptual understanding of the technology-related and managerial expectations of an entry level sales representative	A three-part curriculum which will result in the identification of a sales career track that aligns with their personality and communication styles, as well as development of selling skills with lab practice and a professional sales certification (NASP).



# Required Coursework Personal / Professional Selling



## Activities to Earn Certificate:

- MKT304 Principles of Selling
- MKT 312 Selling and Sales Management
- MHC 222 Influence, Negotiation and Conflict along with
- Sales Internship (minimum one semester)
- Participate in a Collegiate Sales Competition (Steel City 10/24-25; Selling with the Bulls (2/4-5), NCSC (3/27-30) Kennesaw State University, AMA April 2020)
- Sell into real world retailers/customers in the courses above at the Sales Rep level (MKT304) and the Sales Manager Level (MKT312)

## Other Activities:

- Active Member of the Sales Club (1 year minimum) for vision, driving initiatives, supporting committees, etc.
- Active Member of AMA (1 year minimum)
- Serves as an Executive Officer of AMA/Sales Club
- Shadow a Salesperson or Sales Manager for at least one day per company –(2 companies minimum)
- Find and develop professional sales network
- Attend at least 2 Sales company meetings



# Detailed Look At The Innovation In Teaching As It Relates To The Course Learning Outcomes

- I discussed my new program with other universities (current members of the NCSC). They all have a selling process with scripts and role playing live (NY Mets, State Farm Insurance, AFLAC, etc.),
- I took it one step further by adding my MKT312 Sales Management students to review, coach and roleplay the program further and give them access to manage.
- I gained five major sponsors for our Sales Certification program and started working directly with 3 of them direct with their customers in their current processes.
- We partnered with Pet Snax, A Pet Snack company that sells natural and healthy pet treats for 30 years ([www.petsnaxusa.com](http://www.petsnaxusa.com))



# Innovation In Personal Selling

During Covid19 outbreak, I adjusted my plan to have my MKT304 Personal Selling class move from role playing sales calls in class to calling on real “essential” customers to initially get opening orders with an incentive of free shipping. Realizing this was still a hurdle during Covid19, I added in my MKT312 Sales Management Students to coach the students in MKT304 in scripting the calls and making the calls to:

1. Get the assigned customers signed up on the Pet Snax website [www.petsnaxusa.com](http://www.petsnaxusa.com) for newsletter communications and
2. Hopefully open the customer with an opening order or
3. Have them ready (when they are ready) to place the opening order.



# Innovation In Personal Selling

- Our St. Joseph University students worked with PetSnax, Inc. (one of our sponsors), to train Sales Managers (MKT 312) to lead their assigned groups (students from MKT 304 Intro to Personal Selling) on their work in selling PetSnax products/services to their retail clients. They first wrote their scripts, practiced with managers and then cold-called on average 10 stores each.
- This project will/has become one pillar of the sales certification program.
- We called and talked to 540 Pet Store Retailers (essential due to being pet food) in Pennsylvania, Maryland, and Delaware on cold calls and/or online during Covid19.
- If they sold any product until the end of 2020, they would earn a 4% commission! Though tough during Covid19 we sold in 8 stores intro deals and signed up over half for website newsletters.

# Learning Outcomes Related to the Innovation

Through Personal Selling and Sales Manager Courses we evolved a simple buyer/seller role-play into a detailed, blended 6-step process in selling from our sales competitions, experience and incorporated in our program all findings into salesforce.com. The steps in today's methodology due to the clutter in the marketplace and on the internet to break through is:

- i. Introduction via email
- ii. Introduction via LinkedIn
- iii. Introduction via voice mail message then,
- iv. Perfect Pitch presentation <3 minutes to get an appointment (phone)(Gold Call)
- v. 15-minute Virtual presentation to get a meeting to show our program (Zoom)
- vi. Face to Face Meeting (<30 minutes Zoom) to present full program and pricing



Source: Gold Call Kit, NCSA Conferences, SJU WAG 2019

# MKT 304 Principles of Selling Structure



- Teaching & Practicing in class the skills to make a good Cold Call by using the steps in the **Gold Call Kit** teaches the students how to make cold calls that have a higher propensity to convert the original contact into a meeting than other methodologies of cold calling.
- Even though social networking is growing the lead generation is still cold calling on the phone.
  - Bear in mind, that once the social media contact is made, the SDR (Sales Development Rep) must still get on the phone and speak with the prospect.
  - What the SDR says and how the SDR says it builds from the **Gold Call training**. It is a formula sell to develop and deliver cold calls that get appointments in less than 4 minutes (buyers are happy the SDR found them).

Source: Gold Call Kit, NCSC Conferences, SJU WAG 2019

# Assessment Of The Effectiveness Of The Innovation



**Students are learning and developing their skills in:**

- a) Understanding the role as a Sales Manager (MKT 312) within the marketing function of a firm. An emphasis is placed on improving their understanding of the “real world” sales environment and better prepares them for establishing a career as a manager in business in sales, marketing, or business analytics.
- b) Critical thinking, analytics, problem solving, decision-making, and communication skills (MKT 304 and MKT 312)– all critical skills necessary to succeed as a salesperson or sales manager in today’s complex business environment.
- c) Working under a high level of uncertainty and the unstructured nature of today’s extremely competitive environment.
- d) Firsthand experience and knowledge of sales and marketing
- e) Understanding the place sales holds in the strategic marketing process

# Assessment of the Effectiveness of the Innovation



## Students are now Understanding and practicing:

- f) Their own personal selling philosophy that incorporates the marketing concept
- g) Relationship strategy that creates customer value in an ethical context
- h) Customer strategies and finding and documenting all parts of the sales process in salesforce.com including the buyer behavior and feedback on items, etc.
- i) A Customer sales presentation strategy that adds customer value and is good for the environment
- j) Leading the MKT 304 and MKT 312 Sales courses/classes and/or St. Joseph University Sales Club in the development of a product/services strategy that incorporates creative product solutions that add value

# Assessment of the Effectiveness of the Innovation

Students have, through in class role plays (MKT304), videos online of sister universities role play and exhibited and demonstrated in a real world call the following steps of the sales planned call:

- 1) Develop complete sales planning pre-approach/information.
- 2) Design an approach.
- 3) Determine wants/needs of the customers.
- 4) Prepare and present a value-added solution.
- 5) Select and prepare selling tools for demonstration.
- 6) Anticipate and negotiate sales resistance.
- 7) Develop and use trial close.
- 8) Develop and use closing techniques.
- 9) Demonstrate when and how to use expansion selling.
- 10) Demonstrate techniques of servicing the sale and
- 11) Documenting all steps in salesforce.com (excel worksheets in spring semester) for follow up and customer retention (next semesters class).



# Results From Feedback of Business Leaders



- ✓ **98% say** it is important to hire a college student **trained in cold calling skills.**
- ✓ **80% say** they will **pay more for someone trained in cold call/telemarketing skills**
- ✓ **Starting salaries are 23% higher** for those students trained in cold calling than if not trained.
- ✓ **69% of the sales executives** they spoke to had **10 or more years in doing sales that included cold calling.**
- ✓ **63% make cold calls currently** and **work in 15 different market segments** of B2B selling.
- ✓ **88% say** that it is **equally important to be trained in cold calling as it is in personal selling.**
- ✓ **100% of people** his team spoke to **agreed** that if they were taught cold calling skills in college, they would have had a **faster progress in their sales careers.**
- ✓ The reason they hate cold calling is because of hang ups and rejection.
- ✓ They all maintain that the initial cold call **should be short, to the point and about getting a meeting not selling.**
- ✓ They also tested the probability that the Gold Call Script's **calls to action would take the buyer to the “next” stage in the conversation** and it did. No hang ups. The script worked!!

Source: Gold Call Kit, NCSC Conferences, SJU WAG 2019

# Summary – Innovation in Personal Selling



- Feedback from Spring 2020 class:
  - Students loved it,
  - They got over fears to talking to strangers and
  - They were successful in using it to raise money for their school programs.
- Students have learned that “Cold calling is easy” ... and easy to learn. They have learned to convert the normal, boring, highly rejectable cold call to the GOLD CALL... a controlled process to get meetings with total strangers in less than four (4) minutes.
- Six (6) steps to breath though the information clutter.
- The logic/research works and is valued by senior sales executives... those who hire our students!

Source: Gold Call Kit, NCSC Conferences, SJU WAG 2019

# Innovation In Personal Selling



- Not only have we taught and performed sales calls in class and in the market with real customers, my Sales Managers have learned how to teach/coach the SDR's to perform their job at a high level!
- In the fall, we plan to have St. Joseph University students also sell St. Joseph University's sales certification program benefit to St. Joseph University alumni and their Alumni to increase donations to the school and to our sales certification program.
- Our Trained St. Joseph University Students will lead the discipline of learning how to make original contact with the company's prospects with the purpose of setting up an in-person sales meeting. Students will also help tutor and lead other students on the tools of LinkedIn Navigator and salesforce.com in finding and following up with prime targets for our sponsoring companies or for career opportunities.

# Next Steps



We shared our two major steps in innovation for the personal selling course:

1. Take the role play out of the classroom and to customers direct
2. Combine the Sales Management Course with the Personal Selling Course to further train, coach and gain valuable experience in the whole process.



This fall TCNJ, USC, USF, Kennesaw State, Salisbury University, William Patterson and Ball State University adopted the Gold Call Kit as part of their curriculum and high-level sales programs.

We now have taken the PetSnax scripts to Pace University, University of South Florida ( St Petersburg), St . Rose University, and University of South Carolina to implement this program with PetSnax into different states up and down the east coast.

Source: Gold Call Kit, NCSC Conferences, SJU WAG 2019