**Project Details**

The class project, is an integral part of this course. It gives students the chance to apply the main themes we discuss during the term. You would be placed in teams and will be charged with developing an appropriate plan to manage the selling effort for a specific b2b situation. Structure, strategy, compensation, training, and other elements are to be included in your plan. The cornerstone of the project is a detailed written Sales Plan covering the various class topics and concepts. In addition, each team will present and defend their plan in week 9. The project will be worth 20 percent of your overall grade.

**Project Teams**

The professor will assign students to teams. Team size will be contingent on the class size. The team remains intact for the entire project and will use the same case scenario for their work. Each team will decide who plays each of the following roles: VP Sales; VP Marketing; Training Manager; National Accounts Manager; Regional Sales Manager. Depending on the size of the teams team members may have dual roles. During the project, there will be periodic ‘meetings’ for all students with certain titles to discuss aspects of the project. The professor will play the role of CEO of the company; both the VPs report directly to him. As the teams need additional information or advice from the CEO, teams may contact him via email or schedule one on one meetings. The CEO will reply within 24 hours of all requests (usually faster). The quality (not quantity) of the team’s research is part of the grade.

**Deliverables**

There are two required deliverables for the project:

**1.Written Sales Plan** Each team will write and submit an original Sales Plan based on the case and other information provided during class and from the team’s ‘research’ 2.**Sales Plan Presentation and Defense**. Each team will present and defend a portion of their Plan to ‘management’; this is in addition to the written Plan. This will be done in class during week 9.

**Grading**

The written Sales Plan is graded on several factors including:

**1**. **Accuracy of Thought** - consistent and accurate application of key concepts from class that are well thought out and developed

**2**. **Competence** - all topics are well understood and properly applied to the situation

**3**. **Professionalism** - all aspects of the project are carried out with a professional air including team meetings, the sales Plan, and all other visible aspects of the project

**4**. **Synergy** - all aspects of the Plan are mutually supportive and build upon each other

The presentation is graded on the following factors:

**1. Presentation** - the quality and thoroughness of the presentation

**2. Team Delivery** - how well the team functions (speakers and non-speakers) during the presentation and defense

**3. Defense -**how the team explains and/or defends its plan during the role play

**4. Consistency -**the written plan and presentation must agree in all ways

**References**

Following are several books that provide valuable insights into selling and sales management. The books are not directly discussed in class, but are supplemental for interested students.

Rethinking the Sales Force, Neil Rackham and John DeVincentis, McGraw Hill

Sales Management, Robert Calvin, McGraw Hill

The New Solution Selling, Keith Eades, McGraw Hill

Relationship Selling, Jim Cathcart, Perigee

Selling is a Team Sport, Eric Baron, Prima