

HTMT 353-001
Hospitality Sales & Negotiations
Dept. of Hospitality & Tourism Management
School of Business, College of Charleston
Spring 2021

Class Time and Place: Tuesdays and Thursdays, 3:05-4:20 PM, Online

Instructor: John C. Crotts, Ph. D.
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Office Hours: Tuesday and Thursdays, 11:00-12:00 or 1:30-3:00 by telephone

Course Prerequisites: MKTG 302 or HTMT 350

This course is designed for students who are interested in learning about personal selling by hospitality and tourism firms engaged in business-to-business marketing. The objectives of the course are to provide students: (1) with an understanding of the theory and practice of personal selling as used by organizations to develop long-term partnerships with customers; and (2) enhance students' ability to diagnose and address diverse problems and decisions that arise in developing and implementing a firm's selling strategy.

Required Text

- John Crotts (2018). *Selling Hospitality: A Consultative Selling Approach*. E-Book found on OAKS.

This course is consistent with the mission statement of the Department of Hospitality and Tourism Management to prepare graduates to be consumer focused, ethical, entrepreneurial, problem solvers. Furthermore, it addresses the following learning goals of the School of Business. They are:

Goal 1: Communication Skills. Objective: Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.

Implementation: Students will engage in role plays, class exercises, and sales competitions designed to test their use of consultative selling and persuasion skills.

Demonstration of Achievement: Students on an individual basis will display growth in their personal selling skills during oral exams with the professor.

Course Organization

This course is designed in two parts.

Part 1 involves developing your personal selling skills. This section involves asynchronous and synchronous online learning with a combination of reading an E-Book, reviewing pre-recorded lectures, and completing online exercises and quizzes. Live Zoom classes will provide you opportunities to engage in exercises and role plays and receive coaching by the professor. This section will culminate with a mid-term project where you will turn via dropbox a recorded role play where you demonstrated your personal selling skills in managing a successful call opening, probing, supporting, handling one objection, and closing. The recording can be made using your smart phone (MP3 format) and should not be recorded in high resolution so it uploads to Oaks dropbox.

Part 2 involves case studies and live negotiated sales or bargaining exercises that will occur during class times. This will involve synchronous online Zoom conferences you will need to be available for in real time during our class time. Each of these sessions will involve a short instructional presentation by me, leading to a negotiation exercise you will engage in with an assigned classmate using the breakout room function in Zoom . Prior to each class, I will also email you confidential information describing your role in the sales negotiations. It is important that you have read the instructions and prepared yourself for the negotiations prior to class. Again, after a brief introduction we will engage in your negotiation with a classmate in the 10-15 minutes afforded to the day's exercise. Again, coming to class having read the case and prepared to negotiate will be important. . At the end of your session, you are to text me using chat function on Zoom the outcome of your negotiations (deal or no deal, price, etc) returning to our live Zoom classroom to discuss our outcomes and learning.

Academic Integrity

The College of Charleston's Student Honor Code is in effect in this course. Any student caught cheating will receive a failing grade in the course and additional appropriate action will be taken. Cheating includes copying someone else's work in the exam, cases, and assignments. It includes using notes and other aides during exams, using someone else's ideas without referencing them, turning in an assignment for this class that was turned in whole or part by another current or former student. Cheating also includes students that allow their work to be copied or who do work for another individual. If you are unclear about what is considered cheating what is not considered cheating, please see the instructor.

Disability Statement

I will make reasonable accommodations for persons in this class with documented disabilities. Students should apply at the Center for Disability Services / SNAP, located on the first floor of the Lightsey Center, Suite 104. Students approved for accommodations are responsibility for notifying me as soon as possible and speaking with me during my office hours.

Grading

Quizzes (12)	175
Mid Term Project	125
Cvent Exam	100
Self Analysis in Case Exercises	100
Final Project	<u>100</u>
Total Points	600
Total	600/6=

Grades

A	93-100
A-	90-92
B+	88-89
B	82-87
B-	80-81
C+	78-79
C	71-77
C-	69-70
D	60-68
F	less than 60

Class Attendance and Participation

Class attendance and coming prepared for each class is expected, particularly for part 2 of this class. Students are responsible for all content and assignments for each class. No make ups or excused absences are available.

Periodically (and unannounced) to assess self-learning in role plays, case studies, etc., I will ask you in our Zoom class to analyze the process and the outcome of your performance in the exercise in class that day. In dropbox and grades you will see these labeled as Self Analysis of Case Exercises. This brief one-page analysis should not be a summary of what happened (i.e., no play-by-play retelling of the case). Rather, it should reflect what you have learned from the negotiation in which you have participated and framed in concepts and language of the negotiation readings/lectures. Again, be brief in your analysis. However, I will be looking for:

- Self-analysis: What tactics and strategies did you use in your negotiations (be specific) and which were effective and ineffective? Why? (arguably the most important part of the analysis). How did your process and outcomes compare with the various readings on negotiations?
- Personal insights: What did you learn from the exercise about yourself and others, and what will you do differently next time?

Mid Term Project

Many would suggest (and I would concur) that personal selling skills are best assessed through role plays as opposed to exam questions. Hence, your mid-term exam will take the form of a role play where on an individual basis you attempt to sell me something using all the steps in the consultative selling process. Normally we do this on a one-on-one basis in my office where you are video recorded. Due to the need for social distancing, you are to video record your role play demonstrating your ability to conduct a call opening, probing, supporting, handling one objection, and closing using a smart phone. Examples of such videos are on OAKS under Content. Be sure not to record in high resolution since OAKS has a limit to file sizes.

Cvent Exam

The online RFP process briefly described in Chapter 4 has been adopted by many meeting planners and organizational buyers. In order to gain an in depth understanding of the process, and in cooperation with Cvent, you will be emailed a password and login information giving you access to a study guide and tutorial for such a system. Once you have reviewed their online tutorials, you can login to the Cvent system and take the 25 question multiple choice certification exam by March deadline.

If you have taken the Cvent exam within the past 12 months and wish that grade to opt you out of this assignment, simply email me the email from Cvent that recorded your grade. It will not be on your certificate.

To Login to the modules and take the certification exam, go to the Certification website (www.cvent.com/univeristy) to begin the certification course. Under the ‘Get Started’ tab is where you can access the certification module. Once you have completed the module, you will be automatically prompted to take the certification test. To access the test, you simply need to enter in your name and the email address. Use your name on the class roster as well as your cofc email address since this is what I provided Cvent.

If you have any questions, you can email us at certification@cvent.com, or they can go to the Contact Us page on the Cvent Certification website at www.cvent.com/university.

In Class Exercises/Case Studies

In class exercises and case studies will be assigned as individual to enhance your understanding of sales strategy and negotiating strategies.

Final Semester Project

Prepare a sales plan focused on how you will pursue finding a job after graduation. Your ideal job can be in anything you wish, just so long that you have aimed reasonably high meaning no entry-level position. What I am looking for is a demonstration of a realistic sales plan that covers every aspect of this course starting from prospecting (Chapter 4) and stating of your value proposition to presenting your features as benefits with supporting proof devises. On OAKS you will find an example of a semester paper that earned the student a B grade.

TOPIC OUTLINE:

CLASS SCHEDULE

(Subject to Change upon Instructor’s Discretion)

<u>Date</u>	<u>Topic</u>
January 12	Course Overview
14	Chapter 1: Foundations for Success Ch. 2: Buyers and sellers in the hospitality industry
19	Ch. 3: The exchange of value between buyers and sellers Ch. 4: The organization of a sales force
21	Ch. 5: Elements and flow of a sales call
26	Ch. 6: Call opening Prior to Class Watch: https://us02web.zoom.us/rec/share/5uosMLPo931OT6fi-gL0R_Z8BrTEaa81CJN-_oJxB4aO23kGog8-tpbdB5Yz-0l If prompted, use password: Sales353!
28	Ch. 7: Probing customer needs Prior to Class Watch: https://us02web.zoom.us/rec/share/5-xSBOv16kJISM_W5FjlQqsIHbzLeaa80SQWq_olmR3b5xfD8BXCIXFNgtfGLZp f prompted, use password: Sales353!
February 2	Ch. 8: Supporting

Prior to Class Watch:

https://us02web.zoom.us/rec/share/2fj3FI792mxLWKuSq1qDC_YLRcP8eaa823MYrqYFmk7q1S8WhYxKBDvYXAmfQ

AX

f prompted, use password: Sales353!

4 Ch 9: Closing

Prior to Class Watch:

https://us02web.zoom.us/rec/share/zN1XEJX7pn5Oa8_X52iAYr8MP7vgaaa8hyAZrvVfinkfzSNhIQ0qHSQASXf8im6Yw

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9 continued

11 Ch 10: Handling objections

Prior to Class Watch:

https://us02web.zoom.us/rec/share/-8Vld5et_XIIbrPK8EeEVrMdPqbcaaa81HUB86EFmRuSxp0NtnYxWers3BkJufxb

f prompted, use password: Sales353!

16 continued

18 Q& A regarding Mid Term Project

23 Mid Term Project Due by 3PM: Turn into Dropbox. No Class

25 Case Exercise: Selling through a lack of interest: The Strange Frame Exercise
One PaperClip Exercise

March 2 Introduction to Sales Auctions: Responding to RFPs
Introduction to Cvent

4 & 9 No class: Review Cvent Tutorial and Cvent Exam

11 Zoom Class Exercise: Hexagon Hotel

16 Zoom Class Exercise: Sugar Bowl

18 Chapter 12: Sales Ethics
Case Study (p. 177-78 in Ebook) Golfing for Dollars:

23 Continued
Case Study (p.141-42) Todd's Eyes Light Up at the Prospect of a
Compensation Package of \$120,000

25 The Give and Take in Negotiated Sales

Prior to Class Watch and take Quiz Associated with Architectural House vs. DK
Logistics

<https://us02web.zoom.us/rec/share/lulJNrQOkMOGTCSYdl39iVv49LDVCYF84IVH0nxuQ-eaAOK62ANFMcV54-qPpSIE.jZBM9NDECdfAUnJx?startTime=1601043306000>

f prompted, use password: Sales353!

	30	Zoom Class Exercise: Yerba Mate
April	1	Zoom Class Exercise: Grand Strand
	6	Ch 13: Sales Channel Development
	8	Ch 14: Sales Force Technology
	13	Ch 15: Managing Your Sales Career Selling Yourself Exercise
		Introduction to Final Semester Project
	15 & 20	Professor available for consults during normal class time
	22	Course Wrap Up Final Semester Project Due (dropbox)
	27	Open