**General Course Information: ENTR-902-A**

**Entrepreneurial Selling: Skills and Strategies**

**Instructor Information:**

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**Purpose of the Course:**

“Entrepreneurial Selling”

The creation of new business opportunities exploiting the tools of vision, innovation and change resulting in new customer services and solutions  
Cheryl Mayberry McKissack

This is a course that will introduce you to the basics of selling and how you can use entrepreneurial techniques to make a difference in the success of your idea or inspire growth in your company. The class will focus on the basic fundamentals of sales and review the relationship of customer need identification and the reasons that make people buy. The course will explore sales concepts that will allow you to successfully develop your “Entrepreneurial asking” skills to persuade your customers and business associates that your idea or solution will make the difference. We will use the foundation of the basic six steps of selling and discuss how the use of Entrepreneurial Strategies can be applied to sell an idea or fuel growth based on a basic idea or product. Some examples of the successful use of entrepreneurial selling are companies like Starbucks, Ben and Jerry’s or U.S. Robotics. All of these companies have taken basic commodity products, i.e. coffee, ice cream or modems and applied entrepreneurial sales strategies that have made them one of the leaders in their industry. The course will focus on sales fundamentals that can be applied to entrepreneurial environments. The selling fundamentals will be based on the six steps of selling as outlined in the book, “Integrity Selling for the 21st Century” by Ron Willingham. The six steps of selling system will be supplemented with class lectures using excerpts from Howard Schultz Pour Your heart Into it: How Starbuck’s Built a Company, One Cup At A Time examples of “Entrepreneurial Selling” from my personal experience at U.S. Robotics and other ventures and case studies materials.

All other readings and case studies will be included in the Course Pack. The course will focus on developing an understanding of how the use of “Entrepreneurial Selling” can make a difference in the growth and overall success of a company.

**Requirements:**

Students will be graded on class participation during lecture and class discussions. Students are required to be prepared through the assigned reading and case studies to discuss how the principles have been applied in certain situations. The class participation will include “role play” exercises that will test your understanding of the selling skills and techniques described in the primary text, Integrity Selling for the 21st Century. Each individual will be required to complete one deliverable. The requirements of the deliverable are outlined in the Grading section of this Syllabus. A final group project (entrepreneurial selling case) is also required. You are expected to attend all sessions and a first session attendance is mandatory. You are expected to have completed the book “Integrity Selling for the 21st Century prior to the beginning.
This is a 5-week course that meets on Mondays for 3 hours once a week with the exception of the final class which is scheduled for Friday, October 27, 2006.

Format: Lectures, Case Studies, Class Discussions, In-class role plays, Individual Project, Group Final

Reading Materials:
The required text readings for this course are from the book titled, “Integrity Selling for the 21st Century, How to Sell the Way People Want to Buy”. The author is Ron Willingham. This book will be used primarily to teach the basic steps of selling. All other readings will be provided in the Course packet.

Grading:
Class participation 20% (Includes in-class “role play” on selling techniques and strategies)
Entrepreneurial Case Write-up (Individual) 30%
Final Group Project 50%
Date/Month: September 25th, 2006  
Time: 18:30-21:30  
Session 1

**Topic:** Introduction to Sales, 6-Step System of Selling and Approach

<table>
<thead>
<tr>
<th>Class Plan:</th>
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<tbody>
<tr>
<td><strong>INTRODUCTION TO SALES:</strong> The Sales Cycle: The 6-Step System of Selling and Traits of Successful Sales People</td>
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<tr>
<td>Ron Willingham, “<em>Integrity Selling for the 21st Century</em>” and “<em>Integrity Selling</em>”</td>
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<td>Willingham Chapter 1: Introduction and The Four Traits of Highly Successful Sales People</td>
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<td>Willingham Chapter 2: “Approach: Get People to Open Up Their Mental Gates and Let You In”</td>
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<td>Willingham Chapter 4: “Interview: Find Out People’s Needs So You Can Offer Solutions”</td>
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<td>Willingham Chapter 5: “Developing Stronger Interviewing Skills”</td>
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<td>Willingham Chapter 6: “Demonstrate: Show How You Can Fill Needs That People Admit Having”</td>
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<tr>
<td>Willingham Chapter 8: “Validate: Cause People to Believe and Trust You”</td>
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**Class Reading:**
“*Selling as a Systematic Process*” – Michael Alter, Amar V. Bhide  
*Harvard Business Review*  
“*Learning From Losing a Customer*”-David Green  
*Harvard Business Review*
Date/Month: October 2\textsuperscript{nd}, 2006
Time: 18:30-21:30
Session 2

**Topic:** Negotiate and Close:

**Class Plan:** Review final two selling steps
Lecture: Inside the Mind of an Entrepreneur

Willingham, Chapter 10: “Negotiate: Work Out Problems That Keep People from Buying”

Willingham, Chapter 12: “Close: Get a Positive Decision That Creates Mutual value for You and Your Customers

**Class Readings:**
“Six Habits of Merely Effective Negotiators” - James. I Sebenuis
“Negotiating With a Customer You Can’t Afford to Lose” - Thomas C. Keiser, Harvard Business Review
Case Study: Sprint Sell to Close Sales Quickly, Benson Shapiro
Date/Month: October 9th, 2006  
Time: 18:30-21:30  
Session 3

**Topic:** How To Apply Entrepreneurial Techniques to the Six Steps of Selling

**Class Plan:** Lecture and Case Studies will be discussed on companies that have successfully used “Entrepreneurial Selling” techniques to fuel growth and industry leadership.

Discussion will include:
- What are the key drivers of “Entrepreneurial Selling”?  
- What techniques can you use from the basic selling skills to convince “others” about your strategy?  
- What are the challenges and opportunities that exist in the “Entrepreneurial Selling” framework?

**Case Studies: Required Reading**
- Howard Schultz and the Starbucks Coffee Company, Nancy Koehn  
- U. S. Robotics, David Upton  
Lecture and discussion will include information from Howard Schultz, *Pour Your heart Into it: How Starbucks built a Company, One Cup At A Time.*
**Topic:** Guest Speaker (TBA)

**Class Plan:**

A leading Entrepreneurial Executive will present an entrepreneurial selling idea. This presentation will be the base of your individual project.

Deliverable #1 A guest speaker will present their sales proposition to the class. The class will be prepared to ask questions regarding the customer’s interest. Each individual will be required to evaluate the proposition in the form of a two-page memo in which you advise your partners if the solution presented meets the needs of the company’s objectives. You will base your decision on the presentation clearly being able to demonstrate that the use of their Entrepreneurial selling strategy will be a key driver in the company’s growth and revenue objectives. Additional information will be provided at the first class.
**Date/Month:** October 27, 2006  
**Time:** 18:30-21:30  
**Session 5**  
*The final session is scheduled for Friday, October 27th, 2006*

**Topic:** Group Final Projects

**Class Plan:**

**Group Final Projects**  
Each group will prepare a presentation for the final class meeting. Each group will select a company or idea and demonstrate how the use of applying "Entrepreneurial selling" strategies and techniques will provide growth and success for their idea or venture. You will four options to select from for your presentation:

1. You may select an existing company and propose an entrepreneurial selling idea that will increase their success of a particular product or service.
2. Create a company and propose a solution based on a current problem that exists in a particular industry.
3. Consulting project: Analyze a company’s current challenge and develop recommendations for success.
4. Consumer review: Propose a business concept using entrepreneurial selling that will benefit the consumers of the product or service.

Your presentation should represent a sound business case that clearly demonstrates how your entrepreneurial selling strategy combined with your understanding of the six steps of selling will contribute to the success of the company. You will have 20 minutes to present your proposal including questions.

All presentations should be prepared in PowerPoint. Additional details will be provided at the first class meeting and groups will be chosen at that time.