

“Success Is Easier Than Failure”

Bus 336: Sales Management
University of Wisconsin – Stevens Point
David Schalow PhD, CLU, ChFC, CFA, CFP, GRI

Text Book: Fundamentals of Selling, 13th Edition by Futrell

Description: The sales force and its role in the execution of marketing strategy in planning, organizing, and controlling the sales function. Prereq: 330. 3 Credit.

Professor Background: Dr. Schalow has 30+ years of University teaching experience. He has written many academic articles on a wide variety of topics, including marketing, corporate finance, investments, real estate, and insurance. He has also authored a textbook, California Real Estate Principles, and Instructor’s Manual. In addition he has professional experience in Real Estate, Insurance, Financial Planning, and Investments and many different types of Consulting. He has also owned several businesses in the fields of Real Estate, Mortgage Lending, Consulting, Training and Online Marketing. In addition to the PhD in Business, he has the following Professional Credentials CLU (Chartered Life Underwriter), ChFC (Chartered Financial Consultant), CFA (Chartered Financial Analyst), CFP (Certified Financial Planner) Finally he has been licensed to sell, Financial Investments, All Lines of Insurance, and Real Estate in multiple states. (California, Nevada, Minnesota, and Wisconsin)

Contact Information: Office: CPS #434, dschalow@uwsp.edu, 715-346-3160

Office Hours: MW 11-2 pm, Other hours can be arranged by appointment. Professor’s Blog, www.DaveSchalow.com (Tips on Success, Career Advice, Starting Businesses, Sales, Marketing, Stock and Real Estate Investing)

Grading:	90% and Up	A	Points and Weights of Exams, Quizzes, Papers, Projects,
	89%	A-	Attendance, and Participation will be Discussed the First
	88%	B+	Day of Class. Project due Last Day of Class. Physical
	80-87	B	Copy. Digital will NOT be accepted.
	79%	B-	Three Exams worth 80%
	78%	C+	Project Sales Letter 20%
	70-77%	C	
	60-69%	D	
	Below 60%	F	

*Attendance is Critical to Your Success. It is Expected, and Rewarded!

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Semester Assignments

Week of:

9/6	Ch 1, 2	Intro
9/11	Ch 1, 2	Selling as a Profession
9/18	Ch 3 (Scan), Ch 4	Psychology of Selling
9/25	Ch 5	Communication
10/2	Ch 6	Sales Knowledge
10/9	Exam, Ch 7	Prospecting
10/16	Ch 7, 8	Prospecting/Planning
10/23	Ch 9, 10, 11	Sales Presentation
10/30	Ch 9, 10, 11	Sales Presentation
11/6	Ch 12, 2nd Exam	Handling Objections
11/13	Ch 13,	Closing the Sale
11/20	Ch 14, 15	Follow Up, Management
11/27	Ch 16	Personnel Management
12/4	Ch 17	Motivation & Compensation
12/11	Catch Up	
12/20	Final Exam	8 – 10 am (Wed)

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