

TED ROGERS SCHOOL

Entrepreneurship & Strategy

ENT 577- Entrepreneurial Selling

Winter 2023, Section 011

KHW 061 Wednesdays 8AM – 11AM (I'm sorry)

Our goal is to provide students with a deeply experiential and transformative learning experience in a vibrant urban environment. We empower students with a philosophy of entrepreneurial thinking, passion, and action-orientation that they can apply to their lives, their jobs, their communities, and/or their own new ventures.

We ignite students' passions and empower them to achieve extraordinary goals. Canada's pre-eminent and largest entrepreneurship program, we deliver innovative educational programs and support multi-disciplinary experiences across campus with local, national and global impact. We provide access to world-class support and funding for our students' new ventures and are embedded within our community.



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Instructor Information

- **Instructor Name:** Patti Pokorchak, MBA
- **Office Location:** *Note: Office hours will be through Zoom*
- **Office Hours:** Email or text me to schedule a Zoom appointment, dates and times are very flexible
- **Phone:** 416-951-3842 (text me first as my phone is usually off)
- **Email Address:** pattipoker@torontomu.ca

Professor Patti Pokorchak, MBA holds the copyright in the works of all original materials used in this course and students registered in this course can use the materials for the purposes of this course, but no other use is permitted. There can be no sale or transfer or use of the work for any other purpose without explicit permission of Patti Pokorchak.

Email Policy

Students must use the e-mail address listed above to communicate with the instructor. Students are required to activate and maintain a Ryerson e-mail account. This shall be the official means by which you will receive university communications. Faculty will not respond to student enquiries from any other e-mail address. See Pol #157 found at <https://www.torontomu.ca/senate%20/policies%20/pol157.pdf> for further information on this issue.

Posting of Grades and Feedback on Work: The professor will provide feedback and suggestions for improvement during each group presentation. Grades will be posted in a timely manner.

Course Description

Students are introduced to the principles of sales and their application to multiple entrepreneurial contexts. Emphasis will be placed on the application of sales principles to real-world entrepreneurial situations and on building selling skills through class projects and role-playing. Students will learn tactical selling skills, study strategic selling techniques, learn the sales process and role-play each stage of it. Course weight: 1.00.

COURSE OVERVIEW:

This course addresses the importance of the entrepreneur as a salesperson: someone who needs to have a deep understanding of the many stakeholders who buy into their enterprise. Students will be introduced to a variety of techniques that will enable them to identify and develop leads and value propositions, establish goals, identify their ideal target customers, initiate 'warm' connections, develop proposals and create innovative presentations. This course will assist students to sell themselves and their start up ideas to potential customers, partners, and investors.

COURSE LEARNING OUTCOMES

Upon completion of the course, students will be able to:

1. Formalize an understanding of how ideas are turned into revenue, ensuring that students who set forth on an entrepreneurial path recognize the importance of well-crafted and actionable sales strategies, tactics and process.
2. Develop an understanding of a company's position within a competitive landscape and industry to design impactful sales strategies for entrepreneurs.
3. Build competence in key sales processes and methodologies used by sales leaders.
4. Develop techniques to enable students to convincingly and authentically sell themselves as effectively in conversation as in presentations.
5. To use practical, real-world scenarios to bring entrepreneurial selling to life.
6. Be more skilled at negotiations and overcoming objections

Students will have achieved the following department specific Learning Outcomes:

1. **ENT Goal 3: Persuading and Selling:** Students completing ENT 577 will develop skills for persuading, negotiating and selling in a wide variety of contexts.

The assessment strategy is designed to measure individually, and collectively, the ability to acquire selling skills and knowledge and apply such learnings in practical situations.

Teaching Methods

In compliance with the objectives, various teaching techniques will be used. These may include lectures, case studies, classroom discussions, videos, and handouts.

To derive the maximum benefit from weekly lectures students are expected to attend class having read the required material prior to class as per the detailed course content listed below. **If absent, students are still accountable for all material, changes and announcements covered in class.**

Every effort will be made to manage the course as stated. However, adjustments may be necessary at the discretion of the professor. For more detail, see course content section below. All handouts will be made available on D2L before class. **Students are strongly encouraged to take notes by hand as that facilitates long term retention of the information.**

The instructor will pose questions to the students randomly so be prepared to be called upon. You will be asked questions about the material you were supposed to read for that week's class according to the outline below. You are expected to come to class knowledgeable about the material for that week. Please be prepared for an informed discussion in this class.

COURSE MATERIALS (TEXTS AND READING LISTS)

The Sales Bible, New Edition: The Ultimate Sales Resource, Jeffrey Gitomer, 2014, Wiley ISBN 978-1-11898-581-6

NOTE: This text is a relatively inexpensive book and is available in paperback or epub format and every student is expected to have access to it. This is a book you should keep as a reference for when you do start your business and/or career.

***** You are required to do the readings prior to class. I will randomly ask students for feedback on the readings and their opinions. This is part of your class participation mark.**

COURSE MANAGEMENT

Every effort will be made to manage the course as stated. However, adjustments may be necessary during the term at the discretion of the instructor. If so, students will be advised, and alterations will be discussed prior to implementation, in class and through an announcement on D2L.

Students are encouraged to review the Toronto Metropolitan University Senate Course Management Policy which provides a framework of common understanding for students, faculty and staff concerning the structures, processes, objectives, and requirements that pertain to Toronto Metropolitan University undergraduate courses. For more detailed information refer to Policy #166: Course Management Policy at <https://www.torontomu.ca/content/dam/senate/policies/pol166.pdf>

All communication about the course or material related to the course will be posted on the D2L course site as an announcement or through emails or both. In addition, all student study resources can be accessed through D2L. Students are expected to check the site regularly for updates.

Originality Detection

Turnitin or another originality detection software

Turnitin.com is an originality detection and plagiarism prevention service to which TMU subscribes. It is a tool to assist instructors in determining the similarity between students' work and the work of other students who have submitted papers to the site (at any university), internet sources, and a wide range of books, journals and other publications. While it does not contain all possible sources, it gives instructors some assurance that students' work is their own. No decisions are made by the service; it generates an "originality report," which instructors must evaluate to judge if something is original/plagiarized.

Students agree by taking this course that their written work will be subject to submission for textual similarity review to Turnitin.com. Instructors can opt to have student’s papers included in the Turnitin.com database or not. Use of the Turnitin.com service is subject to the terms-of-use agreement posted on the Turnitin.com website. Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with their instructor to make alternate arrangements.

Topics and Course Schedule

Class Schedule (All required readings to be done BEFORE class) *schedule subject to change*

WK	DATE	TOPIC	PRE-CLASS READINGS	INTEGRATION
1	Wed. Jan. 18, 2023	Introduction to the Course: The 7 Sales Steps for Success: Quick Overview of Selling Review of Group Projects - FIND YOUR GROUP ASAP!	Course outline (this document) Why handwriting your class notes is better 5-reasons-why-hand-writing-notes-while-studying-improves-your-learning	Wolf of Wall Street Video 1 st Role Plays
2	Wed. Jan. 25, 2023	Identifying Your Ideal Target Client – Prospecting, understanding your product/service and market Enactus Sales Competition introduced Video: Guest Speaker Michelle Ray, Leadership Keynote Speaker and Author	1. The Sales Bible, Jeffrey Gitomer pages 1-27 2. DISC Assessment https://discpersonalitytesting.com/free-disc-test/ 3. LI Social Selling Index: https://www.linkedin.com/sales/ssi	Formation of groups. Discussion of D2L Reading Role Plays

3	Wed. Feb 1, 2023	Follow-up and F2F Meetings Enactus Sales Competition begins. Register as an affiliate and start experimenting.	1. <i>The Sales Bible</i> , Jeffrey Gitomer printed book: pages 136-152; 242-256 Chapters: <i>Part 4 The Book of Presentations: Making a Great Presentation and Part 9: The Book of Networking: Success by Associations</i> 2. D2L Reading: <i>Entrepreneurial Selling</i> , Deutsch and Wortmann	Role Plays
3	Wed. Feb. 1, 2023	Group Report: Phase 1 Due	D2L submission under Assessments/Assignments	
4	Wed. Feb. 8, 2023	Proposals and follow-up	<i>The Sales Bible, Jeffrey Gitomer Pages 50-76</i> <i>Part 1: The Book of Rules</i>	Role Plays
5	Wed. Feb. 15, 2023	Social Media and First Outreach	<i>D2L Reading: What Entrepreneurs Get Wrong,</i>	Role Plays
	Wed. Feb.22, 2023	<u>STUDY WEEK!</u>	REMINDER: Group Report: Phase 2 Due the following week	
6	Wed. Mar. 1, 2023	Social Media Profiles & Engagement: LinkedIn Group Work, assign responsibilities, do research, start practicing roles		Using LinkedIn to connect easily in class

6	Wed. Mar. 1, 2023	Group Report: Phase 2 Due	D2L submission required by <u>Beginning of Class (30% of Group Project mark)</u>	
7	Wed. Mar. 8, 2023	Developing value propositions, developing. Warm Calling scripts. ** TBC: Guest Speaker from SoftChoice Marie Rogers		In Class Assignment: Value Propositions
8	Wed. Mar. 15, 2023	Handling Objections: Don't settle for the first NO!	Myers-Briggs Assessment https://www.16personalities.com/free-personality-test <i>The Sales Bible</i> , Jeffrey Gitomer pages 153 to 176 Part 5: The Book of Objections	Jeopardy Game Prep Phase 3 of Group Role Plays
9	Wed. Mar. 22, 2023	Negotiating: An Essential Life Skill!	<i>The Sales Bible</i> , Jeffrey Gitomer pages 178-190 Part 5: The Book of Closing	Role Plays
10	Wed. Mar. 29, 2023	Meeting Prep: Presentations, objections, negotiations and research		Group Presentations prep and rehearsals
11	Wed. Apr. 5, 2023	In Class Group Project Presentations (40% of Group Project mark) Attendance mandatory for ENTIRE CLASS. DO NOT BE LATE!		

12	Wed. Apr. 12, 2023	Ask for the Order! Closing the sale, winning more clients more easily. ENACTUS Sales Competition ENDS April 15, 2023	Reading: <i>Making the Consensus Sale</i> , Harvard Business Review. Hand in your name cards with your expected participation mark	Role Playing
13	Wed. Apr. 19, 2023	Group Report: Phase 4 Due by NOON!	D2L submission required by <u>NOON on Wed. April 19, 2023</u> (30% of Group Project mark)	
		Final Exam – 2 hour online	- date to be confirmed	

Assessment Weighting Breakdown

Evaluation -- Course Components

1) Participation & Attendance (10%):

Learning how to sell is NOT a spectator sport. It's only once you practice the theory of what you have just learned that you actually really learn how to sell. Your presence and contribution to in-class learning is vital. We will make extensive use of the breakout rooms each week.

This means being present and prepared, building on others' ideas and being ready to disagree with others and to develop your own position. As part of being respectful to your fellow classmates and to the conduciveness of a good learning environment, you are expected to arrive on time and to be prepared. Students will be randomly asked to answer questions related to the course materials.

Most importantly, you are expected to take an active role in the discussion by asking good questions (quality, not quantity), and raising interesting points.

The grade for Participation will be a combination of in-class activities, survey participation, and a subjective evaluation of your contribution to class discussions.

Attendance and Participation:

Absence from class or being unprepared means, you can't participate effectively. Your participation grade will be impacted as follows:

- Absent or unprepared for 1 class, 1 mark penalty
 - Absent or unprepared for 2 classes, 3 mark penalty
 - Absent or unprepared for 3 classes, 5 mark penalty
 - Absent or unprepared for 4 classes, 8 mark penalty
 - Absent or unprepared for 5 or more classes, all marks lost
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2) Enactus REAL Sale Challenge! (10%):

This exercise is a group project where you as the student are responsible for working within a group of 4 to 6 students – same group as for the other assignments. Further details are on D2L. The project is due in stages, with the final submission in Week 13.

Late submissions will not be accepted. All project work must be submitted by the beginning of the class via D2L/Turnitin.

3) Group Email (10%):

This exercise is a group project where you as the student are responsible for working within a group of 4 to 6 students– same group as for the other assignments. Further details are on D2L. The project is due in stages, with the final submission in Week 13.

Late submissions will not be accepted. All project work must be submitted by the beginning of the class via D2L/Turnitin.

4) Group Project (40%):

This exercise is a group project where you as the student are responsible for working within a group of 4 to 6 students. Further details are on D2L. The project is due in stages, with the final submission in Week 13.

Late submissions will not be accepted. All project work must be submitted by the beginning of the class via D2L/Turnitin.

5) Final Exam (30%):

The final exam will be written on _____ tbc _____ (date) at _____ (time) on D2L.

The final exam will be comprised of multiple-choice questions and short answer questions related to **ALL** material covered throughout the course. **The exam will test your application of the tools, techniques and knowledge covered in the whole course.** The final exam is worth 30% of the student's final grade in the course. Details will be discussed in class.

Final Exam Instructions:

1. You will log onto D2L
2. I will then 'unhide' the final exam under Quizzes at the specified time.

You will have up to 2 hours to complete the exam (and extra time if needed due to accommodations)

Assessment Weighting Breakdown

Evaluation Component	Percentage of Final Grade
Participation & Attendance	10%
Group Project: 4 phases (group mark)	40%
Group Project – email (group mark)	10%
Group Project – ENACTUS Sales Competition (group mark)	10%
Final Exam (individual mark)	30%
Total:	100%

Grade categories for the course in compliance with Toronto Metropolitan University GPA Policy:

A+ / A / A- 90-100% / 85-89% / 80-84%
B+ / B / B- 77-79% / 73-76% / 70-72%
C+ / C / C- 67-69% / 63-66% / 60-62%
D+ / D / D- 57-59% / 53-56% / 50-52%
F Below 50%

University Policies

Students are required to adhere to all relevant university policies found in their online course shell in D2L and/or on [the Senate website](#).

Department Policies

Standards for In-Class Zoom Meetings and Other Virtual Activities

- Students must first log into the D2L course shell using their Toronto Metropolitan University Matrix email ID and then join the Zoom meeting by clicking on the correct link on D2L (this should prevent Zoom Bombing by outsiders).
- Display a professional head shot of yourself as well as your name if you are not going to keep your video on (these features are accessible from within the Zoom settings).
- Your instructor may record parts of some sessions. You will be notified on Zoom if the session is recorded.
- Mute your microphone until it is your turn to speak.
- When you are speaking, please turn your video on when possible and appropriate.
- For any side conversations please use the Chat feature. Don't assume that the professor is able to track these conversations so be prepared to raise your hand using the correct button within Zoom.
- If you need to gain the attention of the professor beyond raising your hand, please unmute your microphone and say "Question Please".
- Do not annotate others unless requested to do so.
- Follow professional conduct and be polite.
- **Do not share the Zoom link with others.**
- Students are not permitted to record any part of a Zoom or other virtual activity session with their professor, whether as part of a lecture or an informal meeting.
- Familiarize yourself with the tools you will need to use for remote learning.

The [Continuity of Learning Guide](#) for students includes guides to completing quizzes or exams in D2L or Respondus, using D2L Brightspace, joining online meetings or lectures, and collaborating with the Google Suite.

Standards for Written Work

- Students are expected to use an acceptable standard of business communication for all assignments, in-class discussions, and communication with the site companies and professors. This includes all email communication with the professor and other students, as well as group chats. **Poor grammar, unprofessional and/or unacceptable standard of business communication may result in a grade of zero for that assignment. However, any student who provides a prior draft corrected by TMU Student Writing Support will not be penalized.**
- You are encouraged to obtain assistance from [Writing Support](#) for help with your written communications as needed. (See the Library for [APA style guide references](#)). **Sloppy, poorly written, or unprofessional documents or communication may be returned with a grade of zero, no grade or unread. Please be sure to use Writing Support (and/or use Grammarly) if you need it!**

Professionalism

Your participation in the all components of this course reflects on the professionalism and reputation of you, your group members, this course and program, and Toronto Metropolitan University. Accordingly, you are expected to conduct yourself in a professional and courteous manner at all times. For the purposes of this course, unprofessional behavior includes, but is not limited to, any of:

- Missing student and instructor meetings without giving reasonable notice and reason.
- Not participating fully in group activities in class and for assignments, which may be measured by peer evaluations or group reports submitted to instructors.
- Toronto Metropolitan University policies provide accommodation for a variety of circumstances, and seek to avoid bias of several kinds. You are expected to adhere to these policies in your group work and in interactions with students and professors. It is your responsibility to understand these policies, including religious accommodation, academic accommodation, and what constitutes bias for equity-deserving groups.

Important Resources Available at Toronto Metropolitan University

- [The Library](#) provides research [workshops](#) and individual assistance. If the University is open, there is a Research Help desk on the second floor of the library, or students can

use the Library's virtual research help service at <https://library.ryerson.ca/ask/> to speak with a librarian.

- [Student Life and Learning Support](#) offers group-based and individual help with writing, math, study skills, and transition support, as well as [resources and checklists to support students as online learners](#).
- You can submit an [Academic Consideration Request](#) when an extenuating circumstance has occurred that has significantly impacted your ability to fulfill an academic requirement. You may always visit the [Senate website](#) and select the blue radial button on the top right hand side entitled: Academic Consideration Request (ACR) to submit this request).

Please note that the Provost/ Vice President Academic and Dean's approved a COVID-19 statement for Fall 2022 related to academic consideration. This statement will be built into the Online Academic Consideration System and will also be on the [Senate website](#) (<https://www.torontomu.ca/senate/>) in time for the Fall term:

Policy 167: Academic Consideration for Fall 2022 due to COVID-19: Students who miss an assessment due to cold or flu-like symptoms, or due to self-isolation, are required to provide a health certificate. All absences must follow Senate [Policy 167: Academic Consideration](#).

Also NOTE: Policy 167: Academic Consideration does allow for a once per term academic consideration request without supporting documentation if the absence is less than 3 days in duration and is not for a final exam/final assessment. If the absence is more than 3 days in duration and/or is for a final exam/final assessment, documentation is required. For more information please see Senate [Policy 167: Academic Consideration](#).

- [TMU COVID-19 Information and Updates for Students](#) summarizes the variety of resources available to students during the pandemic.
- [TMU COVID-19 Vaccination Policy](#)
- If taking a remote course, familiarize yourself with the tools you will need to use for remote learning. The Remote Learning guide for students includes guides to completing quizzes or exams in D2L Brightspace, with or without [Respondus LockDown Browser and Monitor](#), [using D2L Brightspace](#), joining online meetings or lectures, and collaborating with the Google Suite.

- Information on Copyright for [Faculty](#) and [students](#).

Accessibility

- **If you ever have ANY issues about this class, DO NOT HESITATE to contact me.** I treat you like responsible adults and understand that life events can happen and interfere with your course work.

Academic Accommodation Support

Academic Accommodation Support (AAS) is the university's disability services office. AAS works directly with incoming and returning students looking for help with their academic accommodations. AAS works with any student who requires academic accommodation regardless of program or course load.

- [Learn more about Academic Accommodation Support](#)
- [Learn how to register with AAS](#)

Academic Accommodations (for students with disabilities) and Academic Consideration (for students faced with extenuating circumstances that can include short-term health issues) are governed by two different university policies. Learn more about [Academic Accommodations versus Academic Consideration](#) and how to access each.

Wellbeing Support

At Toronto Metropolitan University (TMU), we recognize that things can come up throughout the term that may interfere with a student's ability to succeed in their coursework. These circumstances are outside of one's control and can have a serious impact on physical and mental well-being. Seeking help can be a challenge, especially in those times of crisis.

If you are experiencing a mental health crisis, please call 911 and go to the nearest hospital emergency room. You can also access these outside resources at anytime:

- Distress Line: 24/7 line for if you are in crisis, feeling suicidal or in need of emotional support (phone: 416-408-4357)
- Good2Talk: 24/7-hour line for postsecondary students (phone: 1-866-925-5454)
- Keep.meSAFE: 24/7 access to confidential support through counsellors via My SSP app or 1-844-451-9700

If non-crisis support is needed, you can access these campus resources:

- Centre for Student Development and Counselling: 416-979-5195 or email csdc@ryerson.ca
- Consent Comes First – Office of Sexual Violence Support and Education: 416-919-5000 ext: 553596 or email osvse@ryerson.ca
- Medical Centre: call (416) 979-5070 to book an appointment

We encourage all Toronto Metropolitan University community members to access available resources to ensure support is reachable. You can find more resources available through the [Toronto Metropolitan University Mental Health and Wellbeing website](#).