

PROFESSIONAL SELLING

Professor: Victoria Panzer, M.B.A.

[MUSIC PLAYING] Hi. I'm Victoria Panzer, the instructor for MAR 3400, Professional Selling. I'd like to welcome to the course, as it's near and dear to my heart.

I come from a sales background, so I teach the course not only about selling but more about persuasive communication. I spent 13 years in industry, working in merchandise management, advertising, PR, and eventually advertising sales.

I joined USF in 1989. And since then, I've taught probably all but two of all the marketing courses. Professional selling is one of my favorite because it is very student-interactive.

The sales class is unique in that you get three opportunities to have a takeaway that shows what you can do. You'll get a seller's profile created for you. You'll also work on a sales proposal, which will help you sell a product or a service of your choosing, something else you can add to your portfolio when interviewing.

And finally, you'll get a video presentation, 10 minutes long, of you actually selling the product. All three of those things will be great assets to your professional career start.

As you should have read in the syllabus, the course consists of two parts. The first part is the theoretical or knowledge part. You will learn from the textbook, from my lab exercises and videos, and you'll take exams on that material.

The second part of the course is the applications process. This is where we create the three takeaways that I mentioned previously. You'll get to pick a product or service of your choosing and present it with the sales proposal and the sales presentation. We will use Collaborate have discussions not only with me but with other students. And we will also videotape you in the final presentation.

And since this is a communication course, let's talk about communication. With an online course, communication is essential. I am readily available through email. You need to be watching your email, you need to be checking course announcements, and staying in touch with me. I would always rather hear that you're struggling before the fact than try to recover after the fact.

Communication is key to success in business and it's key to success in this course. As you may have experienced, most of your marketing classes work in teams. This is the one class where you will shine as an individual. I'll get to interact with you as an individual, and hopefully you and I will build a very special relationship. I stay in touch with students that I've taught back 20 years ago and I hope you'll be one of them.

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