BEYOND THE TRADITIONAL SALES TEACHING TECHNIQUES: TECHNOLOGY AND ITS USE IN TEACHING A PROFESSIONAL SELLING CLASS USING THE CURRENT TECHNOLOGIES THAT SALES PROFESSIONALS USE IN THEIR WORKING ENVIRONMENT

Olga Di Franco, California State University, Fullerton
Daniel Strunk, DePaul University

The authors of this special session will present how a professional selling class evolved from a traditional setting into an upgraded form by introducing new technology, not only enhancing the learning outcomes, but also giving the students additional tools to position them successfully vis a vis the professional world.   Employers are looking for students who have experience not only in their individual fields, but who are also comfortable using a variety of technologies.

By introducing a custom-made case study into the classroom, students are able to apply social media tools and technologies such as Salesforce.com, Hoovers.com, Brainshark and others.   Using this case study, students are learning and using leading CRM technology, key metrics, applied theoretical models and principles of professional selling, as well as developing research and critical thinking skills to develop and justify their sales strategy.

Companies are eager to hire students who have sales force automation skills. Teaching sales force automation competency is an important example of how academia can answer a real business need and provide basic training for our students prior to graduation, thus providing students a competitive edge in the workforce.

Traditionally role play, presentations, buyer/seller scenarios and theory are used to teach sales in the classroom; this learning experience can be enhanced by using current on-line and Cloud-based technologies to give the students hands-on technical learning by incorporating the tools professionals are using in the field. The case study teaches students the value of sales force automation by providing students with practical experience using a number of SFA technologies.   These systems are used by progressive sales organizations to optimally plan sales strategy and deploy sales resources. Students develop a working knowledge of CRM by using salesforce.com to assist them in creating company and customer value as sales professionals would in today's working environment.

Daniel P. Strunk, from De Paul University, will present how the concept of the case study began and how it was designed and implemented.

Olga Di Franco will present the evolution from a traditional classroom course to the new redesigned technological based class currently implemented at California State University, Fullerton.

References Available upon Request