

*FINN 3278-001
Insurance Sales & Negotiations
Spring, 2021*

Instructor: Thomas S. Marshall

Office: 350D Friday Building

Office Hours: TR 4:30 – 5:30 PM and by Appointment

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Class Meets: TR, 10:00 AM – 11:15 AM, (Internet – Synchronous)

Special Information

This syllabus contains the policies and expectations I have established for Finn 3278. Please read the entire syllabus carefully before continuing in this course. These policies and expectations are intended to create a productive learning atmosphere for all students. Unless you are prepared to abide by these policies and expectations, you risk losing the opportunity to participate further in the course.

The standards and requirements set forth in this syllabus may be modified at any time by the course instructor. Notice of such changes will be by announcement in class or by written or email notice or by changes to this syllabus posted on Canvas.

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status. UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230

Regular class attendance and promptness are expected. Three or more unexcused absences or frequent tardiness are considered adverse attendance. Classroom performance (interactive assessments, class discussion and attendance) represents 20% of the final grade.

All students are welcome to visit with me during office hours or by appointment.

Student Conduct

All students must be familiar with and abide by **University Policy 406, The Code of Student Responsibility** at <http://legal.uncc.edu/policies/up-406>. All students must be familiar with and abide by **University Policy 407, The Code of Student Academic Integrity** at <http://legal.uncc.edu/policies/up-407>.

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The Code of Student Responsibility outlines the rules for student conduct in the classroom and toward all others at UNC Charlotte. The Code of Academic Integrity forbids cheating, fabrication or falsification of information, multiple submission of academic work, plagiarism, abuse of academic materials (such as Library books on reserve), and complicity in academic dishonesty (helping others to violate the Code). Any further specific requirements or permission regarding academic integrity in this course will be stated by the instructor and are also binding on the students in this course. Students who violate the Code can be punished to the extent of being permanently expelled from UNC Charlotte and having this fact recorded on their official transcripts. The normal penalty is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases, the course grade is reduced to "F." If you do not have a copy of the Code, you can obtain one from the Dean of Students Office or access it online at the links provided above. Standards of academic integrity will be enforced in this course. Students are expected to report known cases of academic dishonesty to the course instructor who is responsible for dealing with them. Faculty may ask students to produce identification at examinations and may require students to demonstrate that graded assignments completed outside of class are their own work.

As a condition of taking this course, all assignments may be subject to submission for textual similarity review to VeriCite for the detection of plagiarism. All submitted assignments will be included as source documents in the VeriCite reference database solely for the purpose of detecting plagiarism. If the assignment is a research paper the instructor may (i) require a short reflection paper on research methodology; (ii) require a draft bibliography prior to submission of the final paper; or (iii) require the cover page and first cited page of each reference source to be photocopied and submitted with the final paper.

Course Description

This Sales and Negotiations course focuses on consultative sales and principled negotiations, which are key elements in achieving professional success. Consultative sales involve discovering client problems and developing solutions that provide substantial value to the client. Clients can be teammates or colleagues within the same company or external clients. Key sales skills that will be discussed and developed are professional ethics, personal branding, networking, communication, creating client relationships, handling objections, obtaining commitment and teaching, tailoring and taking control. Negotiation skills include separating people from the problem, focusing on interests, inventing options for mutual gain and insisting on objective standards. The goal of principled negotiations is to develop a wise agreement with an amicable outcome. All these topics will be discussed and applied through class discussion, individual and team exercises and case studies.

Course Objectives

1. Understand the types of insurance companies and the insurance marketplace
2. Develop basic skills of personal branding and networking
3. Analyze and apply consultative sales skills
4. Analyze and apply principled negotiation skills
5. Discuss the development of a marketing and competitive strategy

Learning Resources

Poll Everywhere

The Student Participation grade is based on attendance and interactive assessments using Poll Everywhere. Students will be able to respond to polling questions by entering their UNC Charlotte NinerNET email address. Students will be prompted to sign in via Single-Sign On (SSO) to respond to questions. The Poll Everywhere link <https://pollev.com/thomasmarsha774> will appear on the question slide. Students must have a Wi-Fi enabled device to log-in to Poll Everywhere and to respond to questions. This can be a laptop computer, tablet, or smartphone. If you do not have such a device, you will need to acquire one each time you attend class, and you have several options. The simplest option may be to buy an inexpensive tablet, such as an Amazon Fire, which is just under \$50, or you can use an (inactivated) Wi-Fi-only smart phone, which can also be purchased for as low as \$20 or \$30.

Textbooks

Following texts are available at the Bookstore or Amazon:

The Challenger Sale, Dixon and Adamson, Text is Recommended.

Getting to YES, Negotiating Agreement Without Giving In, Fisher & Ury, Text is Required.

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Examinations and Grades

The grading scale is as follows:

90 and above = A; 80 – 89 = B; 70 – 79 = C; 60 – 69= D; less than 60 = F

1. There will be two examinations. Each exam is 35% of the final grade. In general, no make-up exams will be given. If a student misses an exam because of an excused absence, the missed exam weight will be added to the final exam weight, and the final exam will be comprehensive (including material from the missed exam). If a student misses an exam because of an unexcused absence, a zero (0) grade will be assigned for that exam.

2. 30% of the final grade is based on classroom participation including attendance, class discussion and interactive assessments. Failure to attend class for a guest speaker presentation will result in a zero grade for that class session.

3. Attendance at the Financial Services Career Fair (one hour minimum) on October 20 is mandatory. An unexcused absence from the Career Fair will result in a 5-point reduction in the final course grade.

Tentative Assignments

Date	Topic	Chapter
January 21	Introduction to Insurance Sales & the Insurance Market	Canvas
26	Professional Ethics & Ethics Cases	Canvas
28	Ethics Cases, Elevator Speech	Canvas
February 2	LinkedIn, Resume	Canvas
4	Ace the Interview, Career Fair	
9	No Class	
11	No Class	
16	Young Producers Study	<i>Young Producers Study</i>
18	ECM Solutions	<i>ECM Agency (Rough Notes)</i>
23	Communication & Adaptive Selling	Canvas
25	Communication & Adaptive Selling	Canvas
March 2	Prospecting for New Clients	Canvas
4	Prospecting for New Clients	Canvas
9	Financial Services Career Fair	
11	Handling Objections	

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	16	Obtaining Commitment	Canvas
	18	Challenger Sales Overview	<i>Challenger Sale, Dixon & Adamson</i>
	23	Challenger Taking Control	
	25	Challenger – Grainger Case	
	30	Mid-Term Exam	
April	1	Negotiations-Getting to Yes	<i>Getting to Yes, Fisher & Ury- Pages 1-15</i>
	6	Negotiations Strategy	<i>Getting to Yes, pages 17-82;97-109</i>
	8	Global Case; Pappas Case	
	13	Pappas Case	
	15	Pappas Case Solution	
	20	Wholesale Foods Case	
	22	Salary Negotiations Video & Poll	
	27	Sales Strategic Planning	
	29	Sales Strategic Planning	
May	4	Exam Topics Discussion	