UNIVERSITY OF FLORIDA  
Department of Industrial and Systems Engineering  
College of Engineering

EGN 4930 Fall 2011

Sales Engineering Seminar

Instructor  Dr. Joseph C. Hartman
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Class Hours:  T, 3 – 4:55 p.m., Psychology Building 151
Office Hours:  By appointment

Catalog Description
Intended for students interested in pursuing a career in sales engineering (required for students enrolled in the Sales Engineering Minor Program). Lectures and discussions on practice-oriented sales engineering topics.

Objective
The purpose of this course is to give students insight into the practice of sales in engineering companies. A number of practicing professionals will provide expertise in the area.

Grading
Resume Information…………………  20%
Speaker Executive Summaries…………..  70%
Final Report…………………………  10%

Attendance is mandatory. 10 points will be deducted from your final grade score for each unexcused absence.

Scale  S: 70-100; U: < 70
Note: A grade of S is equal to a C (2.0) or better. Grades earned under the S-U option do not carry grade point values and are not computed in the University of Florida grade point average. Courses with a grade of S will count as hours earned in a degree program. Such grades are included in a student’s permanent academic record and are reflected on the transcript.

Discussion Topics (among the following)
Technical sales: hardware, software and services
Locating and identifying prospects
Managing your time and territory
Account management
Legal and ethical issues in selling
International issues in selling
Managing a sales force
**Disabilities**
Students Requesting classroom accommodation must first register with the Dean of Students Office. That office will provide the student with documentation that he/she must provide to the course instructor when requesting accommodation.

**Counseling**
Resources are available on-campus for students having personal problems or lacking clear career and academic goals. The resources include:
- UF Counseling & Wellness Center, 3190 Radio Rd, 392-1575, psychological and psychiatric services.
- Career Resource Center, Reitz Union, 392-1601, career and job search services.

**Honesty**
All students admitted to the University of Florida have signed a statement of academic honesty committing themselves to be honest in all academic work and understanding that failure to comply with this commitment will result in disciplinary action. This statement is a reminder to uphold your obligation as a UF student and to be honest in all work submitted and exams taken in this course and all others.

**Software**
All faculty, staff and student of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.