



## **AEC 327.01W: Agricultural Sales**

COURSE SYLLABUS

Fall 2026

### **INSTRUCTOR INFORMATION**

**Instructor:** Dr. Rafael Bakhtavoryan

**Office Location:** Agricultural Science Building, Room 232

**Office Hours:** Mondays through Fridays via email, or by appointment

**Office Phone:** (903) 886-5367

**Office Fax:** (903) 886-5990

**University Email Address:** [Rafael.Bakhtavoryan@etamu.edu](mailto:Rafael.Bakhtavoryan@etamu.edu) (please, use only this email address and put "AEC 327" in the subject of the email)

**Preferred Form of Communication:** Email

**Communication Response Time:** Within an hour during business hours

### **COURSE INFORMATION**

**Class Meeting:** Web-based

#### **Readings**

**Required:** PowerPoint Presentations: These will be provided on D2L.

**Required Textbook:** *ProSelling - A Professional Approach to Selling in Agriculture and Other Industries*, W. Scott Downey, W. David Downey, Michael .A. Jackson, and Laura A. Downey, AgriMarking (publisher), 2011, (ISBN 978-0-9788952-1-1), [www.ProSelling.com](http://www.ProSelling.com)

### **Course Description**

This course introduces students to sales and principles of selling techniques for agricultural products and services, real estate, financial, and other industrial and institutional products and services. Students will develop skills to take advantage of career opportunities in the agricultural sales field.

#### **Lecture Topics**

##### **Part I – Introduction to Selling**

Chapter 1: Professional Selling

Chapter 2: Marketing and Its Relationship to Sales

##### **Part II – Preparing to Sell**

Chapter 3: Strategy and Planning

Chapter 4: Prospecting

Chapter 5: Understanding Customers

*The syllabus/schedule are subject to change.*

### **Part III – The Sales Process**

Chapter 6: Opening the Call

Chapter 7: Probing - Identifying Beliefs, Goals, and Needs

Chapter 8: Communicating Value

Chapter 9: Dealing with Resistance

Chapter 10: Closing the Sale

### **Part IV – Other Issues in Professional Selling**

Chapter 11: Customer Satisfaction and Follow Up

Chapter 12: Tools and Tips from the “Best of the Best” Professional Selling

## **Student Learning Outcomes**

After studying all materials and resources presented in this course, students will be able to:

1. Understand and identify major components of professional selling, and how sales vary across different contexts.
2. Understand how marketing functions can be organized in a systematic way to satisfy customers.
3. Discuss major outputs from a marketing system and the components of the marketing mix.
4. Construct a sales strategy, and identify goal considerations and resources for strategy at various levels of planning.
5. Understand prospecting to grow market penetration or market concentration.
6. Connect to customers appropriately at various points in the decision process.
7. Analyze psychological positions; and understand why personal relationships are so important to successful business relationships.
8. Understand specific types of customer information needed to work effectively with customers.
9. Identify questions useful for discovering what is important for prospects or customers.
10. Learn the importance of effective listening skills and how to listen effectively.
11. Recognize and use common non-verbal clues that deepen understanding of customers.
12. Create and communicate value.
13. Understand resistance, objections, and the process for handling them.
14. Comprehend closing and techniques to close the sale.
15. Understand customer satisfaction and recognize, respond, and resolve customer complaints.
16. Recognize characteristics of top sales professionals, tools used for planning, and how to work through others.

## **COURSE REQUIREMENTS**

### **Minimal Technical Skills Needed**

Students are expected to know how to use the learning management system (D2L will be used heavily in this class), Microsoft Word and PowerPoint.

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## Student Responsibilities or Tips for Success in the Course

1. Read the assigned textbook chapters and PowerPoint presentations.
2. Complete and turn in course assignments and exams at the scheduled time.
3. Use the web to actively seek out other agricultural sales sources that fit your learning style and help you better understand the material.

## GRADING

Your grade for the semester will be a weighted average of homework assignments, an individual project, and four exams.

|                      |     |
|----------------------|-----|
| Homework assignments | 15% |
| Individual project   | 5%  |
| Exam 1               | 20% |
| Exam 2               | 20% |
| Exam 3               | 20% |
| Exam 4               | 20% |

Final grades in this course will be based on the following scale:

A = 90%-100%

B = 80%-89.99%

C = 70%-79.99%

D = 60%-69.99%

F = 59.99% or below

## Assessments

**HOMEWORK ASSIGNMENTS (HAs):** Homework assignments are assigned regularly (see the course outline at the end of the syllabus) and must be completed individually. As a form of experiential learning, HAs help students sharpen their analytical skills. Students must turn in their HAs via D2L according to the course outline. HAs must be submitted by 11:30 p.m. on the due date. No late HAs will be accepted and a grade of zero will be assessed for missed HAs.

**INDIVIDUAL PROJECT:** All students are required to complete and submit an individual project. The project consists of putting together a sales pitch, where you get to use and practice the knowledge you obtained in this class. A sales pitch is a condensed sales presentation where a salesperson (you in this case) explains the nature and benefits of their business (agricultural commodity or agricultural product or agricultural service) that you are trying to sell to me (a potential buyer), ideally **in less than two minutes**. Sales pitches are often referred to as "elevator pitches" because they should be able to be delivered within the time constraints of a single elevator ride (less than two minutes). Here are the questions you need to address in your sales pitch:

- Who are you (introduce yourself)?
- What company (can be a hypothetical company) are you representing?
- What do you offer/what is your agricultural commodity/product/service (please select only an agriculture-related commodity or product or service)?

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- What do you offer that no one else has?
- What do you offer of value?
- How does your agricultural commodity/product/service compare to others I have seen?
- How does it fill my need?
- Can you deliver?
- Will it work?
- How could it impact my success?
- Will my people use it?
- How will I profit as a result of the purchase?
- How do I buy it?
- What's the risk factor in buying?
- Why do I need to trust you as a human and your ability to deliver the agricultural commodity/product/service after purchase?
- Will you be my main contact after purchase or are you going to relegate me to "the service department"?
- Do I have the trust and comfort to buy now?

Write, memorize, and rehearse your sales pitch. To submit your sales pitch, make a less-than-two-minute video recording of it using your phone and email it to me (make sure to record both video and audio). Please dress properly and record the video in a proper environment (can be in a classroom or apartment).

**EXAMS:** Exams will be administered through D2L (see the course outline at the end of the syllabus for specific exam dates). Exams must be completed by 11:30 p.m. on the due date. Exams will be timed and you will have 1 hour and 30 minutes to complete them. Make sure you have internet access ahead of time and that your laptop battery is fully charged. No make-up exams will be given. If an exam is missed a grade of zero will be assessed for it. Exams must be completed individually using your own student account and there should be no collaboration or sharing of work with your classmates on the exams.

## **TECHNOLOGY REQUIREMENTS**

### **LMS**

All course sections offered by ETAMU have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

[https://documentation.brightspace.com/EN/brightspace/requirements/all/browser\\_support.htm](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm)

Zoom Video Conferencing Tool:

[https://inside.etamu.edu/campuslife/CampusServices/CITESupportCenter/Zoom\\_Account.aspx?source=universalmenu](https://inside.etamu.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu)

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## **ACCESS AND NAVIGATION**

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or [helpdesk@etamu.edu](mailto:helpdesk@etamu.edu).

**Note:** Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, an ETAMU campus open computer lab, etc.

## **COMMUNICATION AND SUPPORT**

### **Technical Support**

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

### **Interaction with Instructor Statement**

The instructor's communication response time is stated clearly on page 1.

## **COURSE AND UNIVERSITY PROCEDURES/POLICIES**

### **Course Specific Procedures/Policies**

No late assignments will be accepted and a grade of zero will be assessed for them.

### **Syllabus Change Policy**

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

### **Student Conduct**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The [Code of Student Conduct](#) is described in detail online in the [Student Guidebook](#). Students should also consult the [Rules of Netiquette Webpage](#) for more information regarding how to interact with students in an online forum.

### **ETAMU Attendance**

For more information about the attendance policy, please view the [Attendance Webpage](#) and the [Class Attendance Policy](#)

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## **Academic Integrity**

Students at East Texas A&M University are expected to maintain high standards of integrity and honesty in all their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty University Procedure 13.99.99.R0.03](#)

[Undergraduate Student Academic Dishonesty Form](#)

[Graduate Student Academic Dishonesty University Procedure 13.99.99.R0.10](#)

[Graduate Student Academic Dishonesty Form](#)

## **Use of Artificial Intelligence**

East Texas A&M University acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course. Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism). Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed. In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

## **Students with Disabilities - ADA Statement**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

### **Office of Student Disability Resources and Services**

East Texas A&M University

Velma K. Waters Library Rm 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: [studentdisabilityservices@etamu.edu](mailto:studentdisabilityservices@etamu.edu)

Website: [Office of Student Disability Services](#)

## **Nondiscrimination Notice**

East Texas A&M University will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information, or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

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## Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and ETAMU Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M University campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

### East Texas A&M Supports Students' Mental Health – Counseling Services

The Counseling Center at East Texas A&M University, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit [www.etamu.edu/counsel](http://www.etamu.edu/counsel)

## COURSE OUTLINE AEC 327.01W: Agricultural Sales Fall 2026 WEB-BASED

| Weeks                            | Topic/All assignments are due on specific dates listed below by 11:30 p.m.<br>For example, Homework Assignment 1 is due Aug 23 by 11:30 p.m., or EXAM 1 is due Sep 13 by 11:30 p.m., or Individual Project is due Nov 22 by 11:30 p.m. |
|----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Week 1</b><br>Aug 20 – Aug 23 | Syllabus, D2L Tutorial<br>Chapter 1: Professional Selling<br>Homework Assignment 1                                                                                                                                                     |
| <b>Week 2</b><br>Aug 24 – Aug 30 | Chapter 2: Marketing and Its Relationship to Sales<br>Homework Assignment 2                                                                                                                                                            |
| <b>Week 3</b><br>Aug 31 – Sep 6  | Chapter 3: Strategy and Planning<br>Homework Assignment 3                                                                                                                                                                              |
| <b>Week 4</b><br>Sep 7 – Sep 13  | <b>EXAM 1. Chapters 1, 2, 3</b>                                                                                                                                                                                                        |
| <b>Week 5</b><br>Sep 14 – Sep 20 | Chapter 4: Prospecting<br>Homework Assignment 4                                                                                                                                                                                        |

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|                                   |                                                                                                                                                |
|-----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Week 6</b><br>Sep 21 – Sep 27  | Chapter 5: Understanding Customers<br>Homework Assignment 5                                                                                    |
| <b>Week 7</b><br>Sep 28 – Oct 4   | Chapter 6: Opening the Call<br>Homework Assignment 6                                                                                           |
| <b>Week 8</b><br>Oct 5 – Oct 11   | <b>EXAM 2. Chapters 4, 5, 6</b>                                                                                                                |
| <b>Week 9</b><br>Oct 12 – Oct 18  | Chapter 7: Probing - Identifying Beliefs, Goals, and Needs<br>Homework Assignment 7                                                            |
| <b>Week 10</b><br>Oct 19 – Oct 25 | Chapter 8: Communicating Value<br>Homework Assignment 8                                                                                        |
| <b>Week 11</b><br>Oct 26 – Nov 1  | Chapter 9: Dealing with Resistance<br>Homework Assignment 9                                                                                    |
| <b>Week 12</b><br>Nov 2 – Nov 8   | <b>EXAM 3. Chapters 7, 8, 9</b>                                                                                                                |
| <b>Week 13</b><br>Nov 9 – Nov 15  | Chapter 10: Closing the Sale<br>Homework Assignment 10                                                                                         |
| <b>Week 14</b><br>Nov 16 – Nov 22 | Chapter 11: Customer Satisfaction and Follow Up<br>Homework Assignment 11<br>Submit Individual Project by emailing it to me                    |
| <b>Week 15</b><br>Nov 23 – Nov 29 | THANKSGIVING BREAK (NO CLASS)                                                                                                                  |
| <b>Week 16</b><br>Nov 30 – Dec 6  | Chapter 12: Tools and Tips from the “Best of the Best”<br>Professional Selling<br>Homework Assignment 12<br><b>EXAM 4. Chapters 10, 11, 12</b> |

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