

Minutes of the Meeting of American Marketing Association  
Thursday, November 17<sup>th</sup>, 2011  
6:00 pm, Devos Center- University Club

- ❖ Social
  - Friday November 18<sup>th</sup>: Griffins game
- ❖ Fundraising
  - Thursday November 17<sup>th</sup>: The Muze
- ❖ Internships
  - Friday, November 18<sup>th</sup>: DDM marketing tour
  - Send resumes to tony ASAP and tell him if you don't want it on website
  - Email Ben with specific types of internships
  - Southwestern advantage summer sales internship
    - Paid, college credit, in Nashville
    - Know by 27<sup>th</sup>
    - Sign up with Ben
- ❖ Membership
  - Cards coming soon
  - Need 10 AMA points by next meeting, December 1<sup>st</sup>
  - T-shirts are in
- ❖ Speaker: Randy Sherwood on Sales
  - Sales is not about you, it's about the people you're selling to
  - Have a pre-call plan so you are in charge of the call
    - 70/30 plan – only talk 30% of the time
  - Sales is about orchestrating the appropriate amount of conflict to your advantage
    - Be assertive- the right to be heard and understood
  - Selling is acting and psychology
    - Belief in the company/product
    - Knowing how to read people
  - Rejecting is natural in sales
    - Differentiate between opportunities and non opportunities
  - Know about the company you are interviewing with and company you're selling to
    - F- do they have a problem you can Fix, R- do they Realize they have a problem, A- are they willing and Able to pay, N- do they want to fix the problem Now (in your time frame), C- they need a Compelling reason to do this
  - Have a positive expectancy, believe in what you're doing
  - Be able to talk about money and to strangers
  - Tips for interview:
    - Learn about human dynamics
    - Fail forward, learn from failures
  - The process of selling is most important, not what you're selling