Finance 4320: Selling Financial Services  
Stephen F. Austin State University, Fall 2023

Course Number: Finance 4320

Course Title: Selling Financial Services

Time / Location: 9:30 am to 10:45 am Tuesday and Thursday  
BU 458 (or other location on campus as determined)  
Students with pre-approval may attend via Live Stream

Instructor: David R. Kaiser  
Lecturer / Director, Chadwick Family Banking Program  
McGee 303J  Kaiserdr@sfasu.edu  936-468-1664

Office Hours: Monday 10:00 – 12:00  
Tuesday 2:00 - 4:00  
Wednesday 9:30 - 11:30 & 1:30 - 3:30  
Thursday 2:00 - 4:00  
Or – By Appointment

Communication: I will communicate outside of class primarily through E-Mail using your @jacks address. Please use kaiserdr@sfasu.edu to contact me. I will also utilize the “News” feature in D2L to for class related announcements. (Note: Please do not use the email system contained in D2L as I do not regularly monitor that system).

Catalogue Description and Credit Hours of Course:  
Selling Financial Services - A study of the theory and principles involved in selling financial securities and services with special focus on practical implementation of selling these products. Three (3) Credit Hours.

Prerequisites:  
Prerequisites: FIN 3333 (Introduction to Financial Management) and MKT 3351 (Principles of Marketing).

Textbook:  
SBN-13 978-0-9969963-5-8 ISBN-10 0-9969963-5-4

The textbook is available in the bookstore to purchase or rent. Another option is to purchase a digital copy of the online textbook directly from the publisher: www.textbookmedia.com (+/- $19.95)

• Go to www.textbookmedia.com. Register. It will take about 60 seconds. You will be taken to My Account. You will see “You currently have no books to view.”
To find your book, click on Booklist. Locate the book and click on Pricing Details. You will have options for the format (e-book, PDF, and three print formats). Read the descriptions and make your choice.

Click on Add to Cart, then Checkout. Then you’ll see a page for Review Order. Once processed, e-book orders will be in My Account. Print orders may take up to seven business days, but you’ll have the online book immediately in My Account.

Learning Objectives of the Course:

- To build student’s knowledge and understanding of the principles and theory of selling products and services, with a practical emphasis on the banking/financial services industry.
- Develop the student’s ability to analyze internal and external strengths, weakness, opportunities and threats from the perspective of developing, implementing and executing a sales strategy.
- Provide the student with a basic understanding of the role and responsibilities of a professional sales person, and provide practice in practical application of principles studied.
- Provide students with opportunities to build their interpersonal skills in teamwork and in expressing themselves both orally and in writing.

Instructor’s Goal for This Course:
Success in any aspect of business hinges in a large part upon your ability to successfully sell your product, your company, your work, your vision, your ideas, and ultimately yourself. Regardless of which of these you are selling at any given time, the underlying philosophy behind success in selling remains consistent. This course is tailored to the banking industry and if you are going into the banking and financial services industry you will find this course to be invaluable. However, if your career path takes you elsewhere, the concepts presented in Selling Financial Services and the practical skills practiced can be universally applied across all professions.

Course Evaluation Process:
There will be two-unit examinations and a final comprehensive examination. There will be an oral presentation and a presentation PowerPoint to turn in on a research topic. There will be written assignments to be turned in and weekly class preparation work. Grade weighting will be as follows:

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<tr>
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<th>Weighting</th>
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<tr>
<td>Examination #1</td>
<td>15.0%</td>
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<tr>
<td>Examination #2</td>
<td>15.0%</td>
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<tr>
<td>Final Examination</td>
<td>15.0%</td>
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<tr>
<td>Oral Presentation, Research, PowerPoint</td>
<td>20.0%</td>
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<tr>
<td>Pre-Case Work &amp; Thought Assignments</td>
<td>17.5%</td>
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<tr>
<td>Participation (Attendance) &amp; Professionalism</td>
<td>17.5%</td>
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<td>100.0%</td>
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Course grades are determined by applying the following scale to a student’s weighted average:

- 90% and above: A
- 80% to 89%: B
- 70% to 79%: C
- 60% to 69%: D
- < 60%: F
Missed Examinations:
Makeup examinations will typically not be given. If you promptly provide me verifiable evidence that an examination absence is excused based upon SFA policy (the absence was caused because of health, family emergencies, or student participation in approved university-sponsored events) an accommodation will be made.

Asynchronous Instruction, Homework, Other Reading, and Supplemental Learning Materials:
This course will include a minimum of 150 minutes of asynchronous instruction which may include readings, writing assignments, individual and group projects. You will be alerted to all asynchronous-instruction requirements.

Background reading information and lecture preparation for each learning module will be made available within each Module in D2L, the textbook, or distributed in class. Students are expected to review the preparation materials for each section prior to class. Homework assignments are to be turned in as directed by the due date indicated.

Late Assignments:
Professional success in selling financial products and services requires honoring commitments, meeting deadlines, and exceeding expectations. Late assignments will generally not be accepted for credit.

Attendance:
Scheduling, time management and “showing up” are professional skills that are required to succeed in financial products sales. Attendance in class is expected and will be taken each session. Attendance is required to earn participation credit; participation credit will be deducted for each class session missed. Excused absences will be reviewed on a case-by-case basis.

Please be on time, late arrival is discourteous to others who managed to arrive on time and reflects poor time management skills. Avoid leaving the classroom early, unless previously agreed with the instructor.

Note: Class periods where there is a scheduled guest speaker will have attendance weighted to the equivalent of 4 class periods. Class periods where students are making formal presentations will have attendance weighted to the equivalent of 4 class periods. Unexcused absences will be worth 0.

Method of Attending:
The course will be offered in a “Face to Face” classroom format with classroom attendance expected. With pre-approval, students who are physically not able to attend class on campus may request to attend class via Zoom Live Stream. Contact the instructor prior to class for approval and sign-in information. Special considerations for Live Stream - Students attending via Live Stream are expected to:

- Have sufficient technology to actively participate in class
- Participate from a professional location without distractions
- Be logged on prior to the start of class and remain logged in during class time period
- Have a working microphone, muted except when orally participating
- Have a working camera, on at all times during the course
- Actively participate and contribute in discussions and activities
**Professionalism:**
This class will include case-based discussions of actual business situations and dilemmas as well as interactive role play activities. Differences of opinion are expected, expanding comfort zones, open discussion and taking of positions will be encouraged. Professionalism requires that interactions at all times remain polite, respectful, considerate and thoughtful. Personal attacks, rude behavior and intolerance/belittling will not be tolerated.

**General Administration:**
This course is intended to be a professional learning experience in a professional environment. Students are expected to come prepared to participate and contribute. Electronic devices should be silenced and put away for the duration of the class period.

**SACS Credit Hour/Contact:**
FIN 4320 "Selling Financial Services" (3 credits) meets twice each week (Tuesday/Thursday) in 75 minute segments for 15 weeks and also meets for a two hour final examination. The class is divided into topical modules, with each module requiring advance preparation and study. Four written "thought assignments" are turned in and used to guide topical discussions. There are major case study reviews designed to highlight key issues which require advance preparation. There are "selling labs" in which students participate in hands on role play activities highlighting the material being studied. Students complete three mid-term examinations and one comprehensive final examination. Students prepare a research report requiring independent research on a relevant topic, students are required to complete an oral presentation of their findings to the class and invited industry representatives. These activities require a minimum of 6 hours each week to prepare outside of classroom hours.

**Class Preparation, Case Studies, Thought Assignments, Selling Labs:**

*Class Preparation:* The class will be divided into 13 topical modules. *Students are expected to review the materials and prepare for each session.*

*Case Studies:* There will be multiple case examples discussed during the course. These cases are designed to provide a practical application of the topics being studied. Students are expected to review the cases prior to class, prepare answers to case preparation questions, come prepared to discuss the case and participate in the discussions. *Case study preparation assignments are to be turned in through D2L prior to class.*

*Selling Labs:* The class will include “Selling Lab” sessions. These sessions will involve experimental and role play exercise designed to allow students to practice the skills being discussed throughout the class. These sessions are designed to be fun, but also to stretch students beyond their comfort zones.

*Thought Assignments:* There are written thought assignments due as stated on the Tentative Schedule. *Thought assignments are to be turned in through D2L prior to class.* Students will be asked to present the information contained in their Thought Assignments to the class in an open forum manner.
Research Presentation:
Each student will turn in and present to the class a research project based on a topic chosen from the attached list (other topics of the student’s interest will be accepted, subject to instructor approval). The topics will be selected by the date indicated in the Tentative Schedule. Topics are to be approved by the instructor in order to eliminate duplication. Students will be assigned to one of three submission/presentation blocks as indicated in the Tentative Schedule.

- The research project will be based upon a broad sales topic and should clearly tie the broad sales topic to the specifics of financial sales.
- The research project should be organized into a PowerPoint Presentation, good presentation form utilizing clear, logical and easily understood slides.
- There must be a minimum of two research references from journals, books and other resources referenced in an addendum to the presentation.
- A copy of the research PowerPoint should be turned in to the instructor using D2L Drop Box on the date noted on the Tentative Schedule.
- The oral presentation of the research presentation to the class will be on the Presentation Date noted on the Tentative Schedule.
- The oral presentation should be no less than 10 minutes and no more than 15 minutes. The presentation should clearly and concisely present the concepts, tie the topic to financial sales and provide information valuable to the audience.
- Pitch-Vantage: Students will prepare for their presentation using the online Pitch-Vantage program to evaluate and improve their presentation skills.
- The research project presentation will constitute 20% of your grade weighted 60/40 between the value of the content of the presentation and the quality of your actual presentation.
- Presentations will be viewed by invited guests from the banking industry who will assist with topical feedback as well as grading.

Suggested Topics: Note, these are suggested topics, if you are interested in researching and presenting a topic that is not included in the list below, please select item “0” other topics of interest and provide the instructor with information on the topic. Turn in your Top Three choices through Drop Box D2L by the due date.

0 Other topics of interest to the student
1 The value of affinity marketing programs to promote sales of financial products
2 Developing a marketing plan for financial products
3 The Sales Leader: Effective use of a team approach in selling financial products
4 The role of ethics in selling financial products
5 The power of “good listening” in the financial selling process
6 The power of selling on value versus selling on price in financial sales
7 The Sales Leader: How sales culture impacts the bottom line of a financial services company
8 The Sales Professional: Leveraging the power of integrity in the financial sales process
9 Marketing financial products to ethnic groups
10 The Sales Professional: Techniques for overcoming objections in the financial sale process
11 The Sales Leader: Overcome the Fear of Selling – coaching your financial sales team to success
12 The financial sales presentation; the critical step between prospecting & closing!
13 Creative product packaging to promote financial sales
14 The Sales Leader: Strategies & key actions to ensure successful prospecting for financial sales clients
Market research methods and techniques as the foundation for successful financial sales

The Lender: Strategies for selling commercial loans; meeting the prospects key needs

The Investment Advisor: Strategies for selling investment products; meeting the prospects key needs

Selling financial products to Millennials, Gen X, Gen Z

The Mortgage Lender: Strategies for selling home mortgage products

The Sales Leader: Creating a sales culture that will build market share

The Sales Leader: Strategies to protect market share and retain clients

Technology: Using viral internet strategies in marketing financial products and services

The Sales Professional: Closing techniques that work when selling financial products

The Sales Leader: Strategies for protecting your client base from advances by competitors

The Sales Professional: Techniques for developing financial product knowledge

The Sales Professional: The best training methods to become an outstanding financial salesperson

The Sales Leader: Social media comments - leveraging the positive and managing of negative

The impact of unsatisfied customers on image, market share and profitability

Sales Culture: The importance of customer service in selling financial products

The Sales Professional: The keys to success and the pathways to failure in financial sales

The Sales Leader: Using data base marketing in financial sales

Getting the word out: The pros and cons of billboards in selling financial products

Getting the word out: The pros and cons of public relations campaigns in selling financial products

The Sales Visionary: The role of selling in the financial services firm of the future

The Sales Visionary: The future role of the internet in selling financial products/services

The Sales Leader: Using customer calling programs to protect and grow market share

The Sales Professional: The value of building relationships in selling financial products

The Sales Professional: Thinking like your customer/prospect to maximize sales

The Sales Professional: Time management techniques in selling

The Sales Professional: Using networking in selling financial products

The Sales Professional: What it takes to make a satisfied customer in financial sales

Why clients buy financial products/services

The Sales Professional: Leveraging high service quality to support premium pricing

The Sales Professional: What it takes to make a satisfied customer

Current events in the news impacting the field of financial sales

Rusche College of Business- Syllabus Addendum

Program Learning Outcomes: Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness. You may access the program learning outcomes for your major and particular courses at http://www.sfasu.edu/cob/ug-plo.asp

Academic Integrity (4.1) The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy.
Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one’s self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.

Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially.

Withheld Grades Semester Grades Policy (5.5) Add additional information as needed to meet your departmental or course needs. Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the coursework because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course to compute the grade point average. For additional information, go to https://www.sfasu.edu/policies/course-grades-5.5.pdf.

Students with Disabilities To obtain disability-related accommodations, alternate formats, and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services promptly may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.
**Student Wellness and Well-Being**  SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc. If you are experiencing concerns, seeking help, SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

**On-campus Resources:**
The Dean of Students Office (Rusk Building, 3rd floor lobby) www.sfasu.edu/deanofstudents
936.468.7249 dos@sfasu.edu

SFA Human Services Counseling Clinic Human Services, Room 202
www.sfasu.edu/humanservices/139.asp 936.468.1041

The Health and Wellness Hub “The Hub” Location: corner of E. College and Raguet St. To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:
• Health Services • Counseling Services • Student Outreach and Support • Food Pantry • Wellness Coaching • Alcohol and Other Drug Education www.sfasu.edu/thehub 936.468.4008 thehub@sfasu.edu

**Crisis Resources:** • Burke 24-hour crisis line: 1.800.392.8343 • National Suicide Crisis Prevention: 9-8-8 • Suicide Prevention Lifeline: 1.800.273.TALK (8255) • johCrisis Text Line: Text HELLO to 741-741