
SECTION HEADING

AGRI 1154: Introduction to Agricultural Sales

Description

Introduction to Agricultural Sales will assist students in the process of selling agricultural products to growers. Students will learn about the sales process, professional selling and building relationships with customers.

Credits

2

Prerequisite

None

Corequisite

None

Topics to be Covered

1. Building Relationships
2. Sales Process
3. Sales Skills
4. Building Your Sales Value
5. Selling with Value

Learning Outcomes

1. Apply relationship building skills into a sales presentation
2. Describe and apply the sales process
3. Prepare a sales presentation for an agricultural product
4. Define sales values and how to use value in the sales process
5. Analyze sales value of self and peers
6. Prepare quality discovery questions for selling
7. Implement opening and closing sales techniques

Credit Details

Lecture: 2

Lab: 0

OJT: 0

MnTC Goal Area(s): None