
SECTION HEADING

BUS 2232: Professional Selling

Description

Professional Selling emphasizes the role and nature of professional selling and the total marketing and promotional effort in accomplishing the objectives of a business enterprise. The principles, practices, and psychology of salesmanship are stressed with a study of customer buying/behavior/motivational theories.

Credits

3

Prerequisite

None

Corequisite

None

Topics to be Covered

1. Professional Selling: Its Importance and Perspective
2. Professional Selling through Relational Communication
3. Ethical, Legal, and Cultural Issues in Professional Selling
4. Understanding Yourself and Communicating a Positive Sales Image
5. Know Your Industry, Company, Products, and Competition
6. Identify High-Potential Prospects
7. Understanding Buying Behavior and the Buying Process
8. Creating a Positive Buying and Selling Climate
9. Listening: The Key to Effective Selling
10. Opening the Interview: Developing Verbal and Nonverbal Rapport
11. Probing for Buyer Needs
12. Preparing the Sales Presentation
13. Delivering the Sales Presentation
14. Managing Buyer Resistance
15. Closing the Sale and Taking Leave of the Interview
16. Servicing the Account

Learning Outcomes

1. Analyze yourself and communicate a positive sales image
2. Understand sales presentations of individual buyers and organizations
3. Understand communication concepts that effectively promote products/services sales
4. Apply the decision making processes of individual buyers and organizations

Credit Details

Lecture: 3

Lab: 0

OJT: 0

MnTC Goal Area(s): None