# MKTG1106 - Professional Selling

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| Credits: | 3 (3/0/0) |
| Description: | This course covers a fundamental sales approach that can be used as a foundation for future sales courses. The content covers steps used to plan a sales presentation and methods of determining and filling prospect needs or wants. |
| Prerequisites: | |
| Corequisites: | |
| Pre/Corequisites*: | |
| Competencies: | 1. Analyze relationship selling.<br>2. Examine selling careers.<br>3. Explore professional selling image.<br>4. Analyze psychological influences on buyer behavior.<br>5. Apply persuasive communication methods.<br>6. Analyze sales presentation steps.<br>7. Identify sources of sales knowledge.<br>8. Explore the pre-approach techniques.<br>9. Explore sales presentation methods.<br>10. Incorporate feature, advantage and benefit methods.<br>11. Apply sales approach techniques.<br>12. Apply methods for handing sales resistance.<br>13. Examine trial close methods.<br>14. Apply closing techniques. |
| MnTC goal areas: | None |

**Can be taking as a Prerequisite or Corequisite.*

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