

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: | <ol style="list-style-type: none"> 1. Analyze relationship selling. 2. Examine selling careers. 3. Explore professional selling image. 4. Analyze psychological influences on buyer behavior. 5. Apply persuasive communication methods. 6. Analyze sales presentation steps. 7. Identify sources of sales knowledge. 8. Explore the pre-approach techniques. 9. Explore sales presentation methods. 10. Incorporate feature, advantage and benefit methods. 11. Apply sales approach techniques. 12. Apply methods for handling sales resistance. 13. Examine trial close methods. 14. Apply closing techniques. |
| MnTC goal areas: | None |

*Can be taking as a Prerequisite or Corequisite.