Note: This "standard" course syllabus is only a guide. Actual requirements for a particular course and section of this course are described in the course section syllabus, which should be obtained from the course instructor at the beginning of the respective semester. Requirements listed herein are subject to change without notice.

Catalog Description: Sales theory, techniques, strategy and salesperson characteristics.

Prerequisites: Junior standing

Course Objectives: To study the basic essentials of personal selling including sales theory, techniques, presentations, and strategy, as well as maintaining client's goodwill, and the characteristics of a good salesperson.

Course Content:

Required Topics

- Selling as a Profession
- Customer Orientation
- Marketing's Importance
- Essentials of a Firm's Marketing Effort
- Social Ethical, and Legal Issues in Selling
- Psychology of Selling
- Communication and Nonverbal Communication
- Sources of Sales Knowledge
- Sales Process
- Sales Presentation Strategy
- Objections and Closing Techniques
- Service and Follow-up
- Retail, Organizational, and Nonprofit Selling
• Time, Territory, and Self-Management
• Planning, Organizing, and Staffing
• Motivation, Compensation, and Leadership
• Evaluation of Salespeople