

## **Common Course Outline for: BUSN2252 Professional Selling**

### **A. Course Description**

1. Number of credits: 3
2. Prerequisites: none
3. Co-requisites: none

**Catalogue description:** Analyzes the process of professional selling with an emphasis on how to build and maintain sales relationships. Develops need-based selling skills through in-class activities, group discussion, role-playing, and presentations. Students will also learn how to use skills learned in class to both selling and non-selling situations.

### **B. Date last revised:** June, 2018

### **C. Outline of Major Content Areas**

The evolution of the profession of selling  
Personal selling approaches  
Characteristics of sales careers  
Trust and ethics in selling  
Understanding buyer types and the buying process  
Understanding communication styles and "style flexing"  
Communication skills: listening, understanding non-verbals, questioning, offering information  
Prospecting and pre-approach techniques  
Planning a sales presentation  
Approaching the customer  
Sales presentation delivery  
Addressing buyer concerns and earning commitment  
Role of the sales manager

### **D. Course Learning Outcomes**

Upon successful completion of the course, the student will be able to:

1. Explain the contribution of selling to society, business firms and customers.
2. Illustrate how sales dialogues create and communicate value for the customer.
3. Prepare for a sales presentation.
4. Create a written sales proposal.
5. Comprehend the communications skills required for success in selling.
6. Construct a strategy to develop sales prospects.
7. Describe the recommended approaches for responding to buyer objections.
8. Summarize the key functions of a Sales Manager

### **E. Methods for Assessing Student Learning**

Can include:

Chapter Quizzes

Written Assignments

In-Class Group Exercises

Written Sales Plan

Final Sales Presentation

In-Class Mini-Presentations

Class Participation

Students should consult their course syllabus for specific grading policies.

**F. Special Information:** none