

MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE

COURSE OUTLINE

DEPT. BUS

COURSE NUMBER: 2232

NUMBER OF CREDITS: 3

Lecture: 3 Lab: 0 OJT: 0

Course Title:
Professional Selling

Catalog 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.

Prerequisites or Necessary Entry Skills/Knowledge:
None

FULFILLS MN TRANSFER CURRICULUM AREA(S)

- ☐ Goal 1: Communication: By meeting the following competencies:
- ☐ Goal 2: Critical Thinking: By meeting the following competencies:
- ☐ Goal 3: Natural Sciences: By meeting the following competencies:
- ☐ Goal 4: Mathematics/Logical Reasoning: By meeting the following competencies:
- ☐ Goal 5: History and the Social and Behavioral Sciences: By meeting the following competencies:
- ☐ Goal 6: The Humanities and Fine Arts: By meeting the following competencies:
- ☐ Goal 7: Human Diversity: By meeting the following competencies:
- ☐ Goal 8: Global Perspective: By meeting the following competencies:
- ☐ Goal 9: Ethical and Civic Responsibility: By meeting the following competencies:
- ☐ Goal 10: People and the Environment: By meeting the following competencies:

Topics to be Covered
Professional Selling: Its Importance and Perspective
Professional Selling through Relational Communication
Ethical, Legal, and Cultural Issues in Professional Selling
Understanding Yourself and Communicating a Positive Sales Image
Know Your Industry, Company, Products, and Competition
Identify High-Potential Prospects
Understanding Buying Behavior and the Buying Process
Creating a Positive Buying and Selling Climate
Listening: The Key to Effective Selling
Opening the Interview: Developing Verbal and Nonverbal Rapport
Probing for Buyer Needs
Preparing the Sales Presentation
Delivering the Sales Presentation

Managing Buyer Resistance
Closing the Sale and Taking Leave of the Interview
Servicing the Account

Student Learning Outcomes
Analyze yourself and communicate a positive sales image
Understand sales presentations of individual buyers and organizations
Understand communication concepts that effectively promote products/services sales
Apply the decision making processes of individual buyers and organizations

Is this course part of a transfer pathway: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<i>*If yes, please list the competencies below</i>

Revised Date: 1/2022