DEPT. Business COURSE NO. 2232

NUMBER OF CREDITS: 3

COURSE TITLE: Professional Selling

CATALOG DESCRIPTION: This course 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.

AUDIENCE This course is open to all students.

FULFILLS MN TRANSFER CURRICULUM AREA(S)

PREREQUISITES OR NECESSARY ENTRY SKILLS/KNOWLEDGE: None

LENGTH OF COURSE The course is one semester.

THIS COURSE IS USUALLY OFFERED:

Every other year fall spring summer undetermined

Four goals are emphasized in course at Minnesota West Community & Technical College:

1) ACADEMIC CONTENT:

   To developing a problem solving approach to the needs of potential buyers as well as incur a better understanding of their personal status and emotional needs.

2) THINKING SKILLS:

   The ability to apply theories, concepts, and principles to your own selling situation will encourage the student to develop and apply their critical thinking skills.

3) COMMUNICATIONS SKILLS:

   The communication skills development in the course will improve a student’s interpersonal interactions with employees, peers, and others.
4) HUMAN DIVERSITY:

The dynamic environment requires participation by all individuals. The course will provide the opportunity for all students to achieve their potential.

TOPICS TO BE COVERED:

Introduction to the Course

Chapter 1 Professional Selling: Its Importance and Perspective
Chapter 2 Professional Selling through Relational Communication
Chapter 3 Ethical, Legal, and Cultural Issues in Professional Selling
Chapter 4 Understanding Yourself and Communicating a Positive Sales Image
Chapter 5 Know Your Industry, Company, Products, and Competition
Chapter 6 Identify High-Potential Prospects
Chapter 7 Understanding Buying Behavior and the Buying Process
Chapter 8 Creating a Positive Buying and Selling Climate
Chapter 9 Listening: The Key to Effective Selling
Chapter 10 Opening the Interview: Developing Verbal and Nonverbal Rapport
Chapter 11 Probing for Buyer Needs
Chapter 12 Preparing the Sales Presentation
Chapter 13 Delivering the Sales Presentation
Chapter 14 Managing Buyer Resistance
Chapter 15 Closing the Sale and Taking Leave of the Interview
Chapter 16 Servicing the Account

LIST OF EXPECTED COURSE OUTCOMES: The student is required to display an understanding of various topics covered throughout the course. Student will demonstrate their proficiency in the topics listed above.

LEARNING/TEACHING TECHNIQUES used in the course are:

Collaborative Learning Problem Solving
Student Presentations    Interactive Lectures
Creative Projects    Individual Coaching
Lecture    Films/Videos/Slides
Demonstrations    Other (describe below)
Lab

ASSIGNMENTS AND ASSESSMENTS FOR THIS CLASS INCLUDE:
Reading    Tests    Individual Projects
Oral Presentations    Worksheets    Collaborative Projects
Textbook Problems    Papers    Portfolio
Group Problems    Term Paper
Other (describe below)

EXPECTED STUDENT LEARNING OUTCOMES: The student will gain knowledge in the general aspects of selling process. They will become better salespersons and understand the buyer’s needs.

Veteran Services: Minnesota West is dedicated to assisting veterans and eligible family members in achieving their educational goals efficiently. Active duty and reserve/guard military members should advise their instructor of all regularly scheduled military appointments and duties that conflict with scheduled course requirements. Instructors will make every effort to work with the student to identify adjusted timelines. If you are a veteran, please contact the Minnesota West Veterans Service Office.

To receive reasonable accommodations for a documented disability, please contact the campus Student Services Advisor or campus Disability Coordinator as arrangements must be made in advance. In addition, students are encouraged to notify their instructor.

This document is available in alternative formats to individuals with disabilities by contacting the Student Services Advisor or by calling 800-658-2330 or Minnesota Relay Service at 800-627-3529 or by using your preferred relay service.

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