DEPT. Business  COURSE NUMBER: 2232

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.

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 (General)
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**

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<th>Analyze yourself and communicate a positive sales image</th>
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<td>Understand sales presentations of individual buyers and organizations</td>
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<tr>
<td>Understand communication concepts that effectively promote products/services sales</td>
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<tr>
<td>Apply the decision making processes of individual buyers and organizations</td>
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**Is this course part of a transfer pathway:** Yes ☐ No ☒

*If yes, please list the competencies below

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**Revised Date:** Click or tap here to enter text.