### Course Information

**DEPT. BUS**

**COURSE NUMBER:** 2232

**NUMBER OF CREDITS:** 3

**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.

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**Prerequisites or Necessary Entry Skills/Knowledge:**

None

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**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:

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**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

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
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<tbody>
<tr>
<td>Analyze yourself and communicate a positive sales image</td>
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<tr>
<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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<tr>
<th>Is this course part of a transfer pathway:</th>
<th>Yes ☐ No ☒</th>
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*If yes, please list the competencies below

Revised Date: 1/2022