

BUS 313 : Professional Selling

Professional Selling provides a comprehensive overview of sales management control and sales force performance theory and best practices. Topics include the professional sales process, relationship versus transaction-focused selling, sales activities, and the responsibilities of sales managers (sales force recruitment, training, motivation, and compensation). Students will apply this knowledge in the development of research-based sales strategies, written sales plans and oral sales presentations. Individual and team case analysis and role play enhance and enliven the learning environment.

Credits 3

Prerequisites

BUS 204