

## MKTG1106 - Professional Selling

Credits:	3 (3/0/0)
Description:	This course covers a fundamental sales approach that can be used as a foundation for future sales courses. The content covers steps used to plan a sales presentation and methods of determining and filling prospect needs or wants.
Prerequisites:	
Corequisites:	
Pre/Corequisites*:	
Competencies:	<ol style="list-style-type: none"> <li>1. Analyze relationship selling.</li> <li>2. Examine selling careers.</li> <li>3. Explore professional selling image.</li> <li>4. Analyze psychological influences on buyer behavior.</li> <li>5. Apply persuasive communication methods.</li> <li>6. Analyze sales presentation steps.</li> <li>7. Identify sources of sales knowledge.</li> <li>8. Explore the pre-approach techniques.</li> <li>9. Explore sales presentation methods.</li> <li>10. Incorporate feature, advantage and benefit methods.</li> <li>11. Apply sales approach techniques.</li> <li>12. Apply methods for handling sales resistance.</li> <li>13. Examine trial close methods.</li> <li>14. Apply closing techniques.</li> </ol>
MnTC goal areas:	None

\*Can be taking as a Prerequisite or Corequisite.