

# North Hennepin Community College

## BUS 1630: Professional Sales and Management

### A. COURSE DESCRIPTION

Credits: 4

Lecture Hours/Week: \*.\*

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course provides an introduction to the principles and practices of professional selling and sales management. Topics will include the steps of the sale; customer service; principles, issues and problems associated with managing a sales force; and ethics in selling. Problem solving techniques, monitoring of sales performance and sales simulations are examined. Bus 1600 recommended

**B. COURSE EFFECTIVE DATES:** 08/26/1997 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

1. The role of personal selling and its connection to the marketing concept and consumer behavior
2. Personal selling approaches
3. Relationship-based selling
4. The steps in the selling process
5. Regulations and ethical dilemmas within personal selling
6. The buying decision process, types of buyers, and types of buying decisions
7. Prospecting techniques
8. Questioning and effective listening techniques
9. Sales dialogue, sales aides, and written proposals
10. Handling objections and gaining commitment
11. Sales force management, strategy, and leadership

### D. LEARNING OUTCOMES (General)

1. Define the role of personal selling in the marketing process and identify the types of selling approaches, steps in the selling process, and types of buyers and buying decisions (NHCC ELO 1 (knowledge))
2. Role-play sales situations individually or in teams to dramatize specific sales concepts and tactics NHCC ELO 2 (critical and creative thinking, written and oral communication)
3. Apply various sales concepts in the construction of a comprehensive sales plan or the solutions to various comprehensive sales cases NHCC ELO 2 (inquiry and analysis, critical thinking, written communication) NHCC ELO 4 (applied learning)
4. Solve personal sales dilemmas collectively in diverse student teams NHCC ELO 2 (teamwork and problem solving)
5. Define terminology and concepts related to the field of personal selling and sales management NHCC ELO 1 (knowledge)

## **E. Minnesota Transfer Curriculum Goal Area(s) and Competencies**

None

## **F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

## **G. SPECIAL INFORMATION**

1. Knowledge of Human Cultures and the Physical and Natural World --Through study in the sciences, mathematics, social sciences, humanities, histories, languages, the arts, technology and professions.
2. Intellectual and Practical Skills - Including: Inquiry and analysis; Critical and creative thinking; Written and oral communication; Quantitative literacy; Information literacy; Teamwork and problem solving.
4. Integrative and Applied Learning - Including: Synthesis and advanced accomplishment across general education, liberal studies, specialized studies and activities in the broader campus community