

Bemidji State University

BUAD 3568: Personal Selling

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

A study of the principles and psychology of personal selling. Course requires the preparation and presentation of a sales story. Prerequisite: BUAD 3361.

B. COURSE EFFECTIVE DATES: 08/20/1997 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Overview of Personal Selling
2. Building Trust and Sales Ethics
3. Understanding Buyers
4. Communication Skills
5. Strategic Prospecting and Preparing for Sales Dialogue
6. Planning Sales Dialogues and Presentations
7. Sales Dialogue: Creating and Communicating Value
8. Addressing Concerns and Earning Commitment
9. Expanding Customer Relationships
10. Adding Value: Self-Leadership and Teamwork
11. Sales Management and Sales 2.0

D. LEARNING OUTCOMES (General)

1. gain an understanding of basic concepts of personal selling and sales management.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted