ADVANCED SALES STRATEGIES — SMGT 2415

A. Course Description
   - Credits: 3.00
   - Lecture Hours/Week: 3.00
   - Lab Hours/Week: 0.00
   - OJT Hours/Week: 0
   - Prerequisites: None
   - Corequisites: None
   - MnTC Goals: None

This course focuses on factors influencing customer relationship strategies. Key topics include self-image, nonverbal communications and ethics as foundations for relationships in selling. The student will examine the important role of complete and accurate product, company and competitive knowledge in personal selling as they develop product strategy. Developing a customer strategy includes social influences, perception, emotional and rational buying behavior. Opportunities will be provided for students to plan, deliver, and critique actual sales presentations. The student will learn the steps of a sales demonstration and negotiating buyer resistance.

B. Course Effective Dates: 1/7/02 – Present

C. Outline of Major Content Areas
   As noted on course syllabus

D. Learning Outcomes
   As noted on course syllabus

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

F. Learner Outcomes Assessment
   As noted on course syllabus

G. Special Information
   None noted