INTRODUCTION TO SALES — SMGT 2006

A. Course Description

- Credits: 1.00
- Lecture Hours/Week: 1.00
- Lab Hours/Week: 0.00
- OJT Hours/Week: 0
- Prerequisites: None
- Corequisites: None
- MnTC Goals: None

This course is an introduction to sales. Learn the major steps of the sales process and industry best practices. Apply these skills and tactics of the leading sales professionals and take part in interactive sales scenarios to master those skills. Individuals who complete the course are eligible to earn certification as a Sales Professional by passing an international certification exam. Prerequisites: None.

B. Course Effective Dates: 1/8/07 – Present

C. Outline of Major Content Areas

As noted on course syllabus

D. Learning Outcomes

1. closing the sale
2. conduct wrap-up and follow-up
3. develop presentations
4. discuss the role of sales in business
5. examine the impact of attitude
6. learn sales prospecting strategies
7. resolve objections through successful negotiations
8. use first contact success strategies
9. use technology in sales

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

F. Learner Outcomes Assessment

As noted on course syllabus
G. Special Information

None noted