Bemidji State University

BUAD 4568: Advanced Professional Selling

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 0
Lab Hours/Week: 0
OJT Hours/Week: *.*

Prerequisites:
None
Corequisites: None
MnTC Goals: None

The purpose of this course is to build advanced professional selling skills with focus on areas of the sales process such as negotiating, sales presentation, and relationship-building skills. Role playing and interactive exercises will be emphasized. Prerequisite(s): BUAD 3568.

B. COURSE EFFECTIVE DATES: 12/17/2022 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Rapport building
2. Professional ethic in selling
3. Rules of sales experience
4. Closing and gaining commitment
5. Overcoming objection
6. Professional confidence
7. Recruiting, selecting, and training
8. Applying sciences to sales
9. CRM team selling

D. LEARNING OUTCOMES (General)

1. effectively explain professional selling terminology.
2. demonstrate knowledge of professional selling skills by effectively using professional selling tools.
3. apply core selling strategies by planning and preparing for role play simulations.
4. analyze their role plays and evaluate the sales process.
5. design and deliver role play simulations to partner organizations.
6. apply marketing ethics and exhibit professional conduct when dealing with all stakeholders.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted