

North Hennepin Community College

BUS 2630: Fundamentals of Sales and Service

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 0

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course introduces the principles and practices of professional selling. Topics will include the steps of the sale, identifying buying motives and customer needs, customer service principles, sales strategies, ethics in selling, and cultivating repeat business through service. Problem solving techniques, monitoring of sales performance, and sales simulations are examined.

B. COURSE EFFECTIVE DATES: 06/07/2021 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

None

D. LEARNING OUTCOMES (General)

None

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted