

# Inver Hills Community College

## **BUS 1105: Sales And Negotiating Skills**

### **A. COURSE DESCRIPTION**

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Introduces the principles and practices of professional selling. Learn to be a true problem solver and discoverer of customer needs. Creatively match benefit statements to deliver customer satisfaction. Learn how to organize and develop leads into sales. Deliver goods, services, and ideas beyond customer expectations, while maintaining a positive and enjoyable attitude. Polish presentation skills, learn networking, timing, and other essentials. The who, what, when, and why of selling today.

**B. COURSE EFFECTIVE DATES:** 01/01/1998 - Present

### **C. OUTLINE OF MAJOR CONTENT AREAS**

1. Approaching prospective customers: 10%
2. Characteristics of selling careers: 10%
3. Nitch marketing/selling: 10%
4. Other presales and sales activities: 10%
5. Overcoming objections: 10%
6. Preparing and presenting the sales message: 10%
7. Researching a potential customer/company: 10%
8. The art of prospecting: 10%
9. Understanding markets and what motivates buyers: 10%

### **D. LEARNING OUTCOMES (General)**

1. Explain the significance and benefis of sales activities
2. Act responsibility when faced with ethical business sales decisions
3. Identify who the customer is
4. Research the customers needs and wants
5. Prepare and present an effective sales presentation
6. Overcome objections
7. Close the sale
8. Identify effective sales support opportunities

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

None

### **F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

**G. SPECIAL INFORMATION**

None noted