

Principles of Sales

CBUS 110

Course Description:

As a hands-on introduction to selling and sales management, this course covers the role of personal selling and the study of ethical sales techniques as applied to the marketing process and employment in a variety of industries.

The student will

- describe the steps in the selling process,
- discuss the use of necessary industry-related terminology,
- identify the personal qualities needed to fulfill a position in sales,
- recognize the principles, methods, and problems related to the operation of a sales force,
- demonstrate how to anticipate and find solutions to objectives,
- conduct and analyze a customer needs analysis, and
- prepare a customized sales campaign for an existing or new company in the local market.

Areas of Blooms Taxonomy covered

- Knowledge
- Comprehension
- Application
- Analysis
- Synthesis