

BAD 347 : PROFESSIONAL SELLING

This course will be an overview of professional selling with an emphasis on the sales process. The emphasis will be on understanding and applying the tools salespeople use to identify prospects, analyze their needs, offer solutions, respond to objections, close the sale and build the relationship. Sales management and how the sales function fits into the overall marketing function and the organization will also be covered.

3.000-4

BAD 340 Marketing Principles is recommended but not required.

[Business Administration](#)

3 or 4

Major, Minor, Elective credit.