

# SALES (SALES)

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**SALES:275 Professional Selling (3 Credits)**

Builds communication skills while learning about buyer needs, persuasion and social influence, prospecting, making sales presentations, persuading, overcoming sales resistance, closing sales and building relationships. (Formerly 6600:275)

**SALES:475 Business Negotiations (3 Credits)**

Prerequisites: Must be admitted to a major in a four-year degree granting college, 25 credits, and SALES 275. Examines business negotiation principles and practices, and builds skills in the process of negotiating business agreements within a global environment. (Formerly 6600:475)

**SALES:478 Advanced Professional Selling (3 Credits)**

Prerequisites: Must be admitted to a major in a four-year degree granting college and SALES 275. Broadens students understanding of the sales process looking at complex sales and solutions selling. Intense lab work focusing on communication skills, asking the right questions to fully understand needs, helping client turn implicit needs into explicit needs, conducting B2B and complex negotiations, and understanding how to create win-win solutions. (Formerly 6600:478)

**SALES:480 Sales Management (3 Credits)**

Prerequisites: Must be admitted to a major in a four-year degree granting college and [COMM 101 or MKTG 205]. Develops analytical and managerial skills through case studies and other learning activities relating to the organization, selection, training, motivation, and control of a domestic or global sales force. (Formerly 6600:480)

**SALES:487 Internship in Sales Management (3 Credits)**

Prerequisite: Permission of department chair. On-the-job experience with public or private sector organizations in the field of marketing. On-the-job learning objectives are established by the sponsoring organization and approved by the department chair. Field experiences are augmented by a weekly diary and a term paper, which are supervised and evaluated by the department chair. (Formerly 6600:487)

**SALES:493 Professional Insights: Sales Management (1 Credit)**

Prerequisites: Junior standing or higher and admission into a 4 year degree program. Sales Management is designed to link sales management majors' academic learning to professional practice. Guest speakers, recognized experts in their field, share important lessons in professional selling and sales management and challenge students to address key issues in their profession as preparation for an internship and career. (Formerly 6600:493)