

M: Course Objectives / Learning Outcomes

At the end of the course, the successful student should be able to:

1. Explain the various components of the sales process and buying process.
2. Describe the ebbs and flows of a professional salesperson (dealing with rejection and objections as well as the positives of completing a successful sales engagement).
3. Verify whether professional sales is a career path they will consider upon completion of their studies at the College.
4. Demonstrate a historical understanding of the evolution of professional selling in North America with a focus on the proper role of ethics in relationship and partnership selling.
5. Discuss the Request For Proposal (RFP) process as a part of organization to organization (B2B) selling.

N: Course Content:

1. The history of modern selling
2. The complete sales process
3. Skills and practice of presentation skills
4. Sales field work with a not-for-profit organization
5. Investigating industries and their sales methodologies
6. Ethics and their role in professional selling
7. Requests For Proposals and institutional selling, particularly in the public sector

O: Methods of Instruction

The course will involve a blend of lectures, discussions, videos, cases, on-line activities, and seminars. Presentations by students are an integral part of the course.

P: Textbooks and Materials to be Purchased by Students

Friedman, W. (2004). *Birth of a salesman*. Cambridge MA: Harvard University Press
Dugdale, K., Lambert, D. (2007). *Smarter Selling*. Harlow UK: Prentice Hall
Weissman, J., (2009). *The Power Presenter*. Hoboken NJ: Wiley
 Or other texts as selected by the Instructor

