

Department of Corporate Training

Sales Effectiveness

This course is a study and analysis of the fundamental concepts of selling and the role of sales in today's economy. Current techniques and vital principles of selling are taught. Opinions of sales executives, excerpts from job manuals, and company materials supplement the textbook.

Learning Outcome:

At the end of the course students will be able to:

- *Demonstrate knowledge of sales and marketing*
- *Demonstrate professional selling; Why people buy, closing the sale*
- *Analyze and understand the difference between selling and marketing concepts*
- *Research and analyze ethical and legal considerations in personal selling*
- *Identify and practice professional communication with customers; Understand barriers to effective sales communication and how to develop persuasive communication.*
- *Understand the importance and knowledge of competition, trends, and health, of the market*
- *Understand the importance of time management, organization, and building a long*

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