BUS 142 Professional Selling

General Information

Date
March 30th, 2018

Author
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Department
Business

Course Prefix
BUS

Course Number
142

Course Title
Professional Selling

Course Information

Credit Hours
3

Lecture Contact Hours
3

Lab Contact Hours
0

Other Contact Hours

Catalog Description
This course is a study of the fundamentals of professional selling as a prerequisite to success in retailing and business occupations. Emphasis is placed on acquiring effective communication skills, self-confidence, and basic selling techniques through practical demonstration, on-site observation, and practice in retail settings. The importance of product knowledge, customer buying motivations, and the role played by the salesperson in the stores total image are examined.

Key Assessment
This course does not contain a Key Assessment for any programs

Prerequisites
None

Co-requisites

April 30th, 2018 11:59 am
Grading Scheme
Letter

First Year Experience/Capstone Designation

This course DOES NOT satisfy the outcomes applicable for status as a FYE or Capstone.

SUNY General Education

This course is designated as satisfying a requirement in the following SUNY Gen Ed category
None

FLCC Values

Institutional Learning Outcomes Addressed by the Course

Inquiry
Interconnectedness

Course Learning Outcomes

Course Learning Outcomes

1. Describe how and why to respond to consumer issues

2. Apply the communication process to influence a customer’s buying decision

3. Evaluate the merits of a sales presentation

Outline of Topics Covered

Careers in professional selling
Relationship marketing
The psychology of selling
The personal communication process
Acquiring sales knowledge
Elements in a great sales presentation
Understanding and handling objections
Understanding and perfecting closing the sale
Customer service and follow-up for customer retention
Challenges and rewards of retail selling