

Student Learning Outcomes

Market 105 – Salesmanship Principles

Students will demonstrate the ability to define salesmanship and evaluate the individual qualities a salesperson must possess to succeed in building long-term customer relationships

Students will demonstrate the ability to analyze the key ethical issues involved in selling

Students will demonstrate the ability to evaluate the important types of information required by a salesperson prior to approaching a sales prospect

Students will demonstrate the ability to identify, analyze, and evaluate the four (4) objectives of an effective sales approach

Students will demonstrate the ability to evaluate a range of methods for overcoming objections or sales resistance and demonstrate a range of closing techniques used in closing a sale