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.