



Syllabus

BUS 142 Professional Selling

General Information

Date

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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

None

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