

MKT 123 Fundamentals of Selling

COURSE DESCRIPTION:

Prerequisites: ENG 090 and RED 090 or DRE 098; or satisfactory score on placement test

Corequisites: None

This course is designed to emphasize the necessity of selling skills in a modern business environment. Emphasis is placed on sales techniques involved in various types of selling situations. Upon completion, students should be able to demonstrate an understanding of the techniques covered.

LEARNING OUTCOMES:

Upon completing requirements for this course, the student will be able to:

1. Identify appropriate sales techniques for various selling situations.
2. Describe sales techniques.
3. Explain the necessity of selling skills in modern business environment.

OUTLINE OF INSTRUCTION:

- I. Relationship Selling and Opportunities in the Information Economy
 - A. A definition and a philosophy
 - B. Emergence of relationship selling in the information economy
 - C. Considerations for a future I personal selling

- II. Evaluation of Selling Models that Complement the Marketing Concepts
 - A. Marketing concepts requires new selling models
 - B.

- VI. Creating Product Solutions
 - A. Developing product solutions that add value
 - B. Becoming a product expert
 - C. Becoming a company expert

- VII. Product-Selling Strategies That Add Value
 - A.