

Common Course Outline

MNGT 158

Salesmanship

3 Semester Hours

The Community College of Baltimore County

I. Catalog Description

3 credit hours

Salesmanship

Examines selling techniques and strategies used to influence purchases; offers practice for students in preparing/presenting sales talks.

II. General Course Objectives

When the student completes the course he/she will be able to:

- A. List and identify the nine steps of the selling process.
- B. List the basic elements in decision making and problem solving.
- C. Identify the various approaches in sales presentation and apply techniques learned in such problem areas.
- D. Identify the problems of handling objections and closing and apply learned techniques in such problem areas.
- E. Identify and qualify prospective buyers.
- F. Know sources for the following: research and marketing information.
- G. Prepare and outline simple strategies and tactics for individual selling campaigns.

III. Methods of Instruction:

- A. Lectures
- B. Discussion
- C. Case problems
- D. Audio-visual aids

IV. Method of Evaluation:

- A. Class participation
- B. Periodic examinations
- C. Final examination
- D. Case problems: oral & written
- E. Individual sales presentation