

**Northwestern Connecticut Community College
Course Syllabus**

Course Title: Sales

Course #: BMK 220

Course Description: 3 credits

Factors involved in effective selling including methods of conducting sales presentations and application of psychological and persuasive selling techniques. This course also includes development of characteristics for good salesmanship.

Pre-requisite/Co-requisite: BMK 201, Principles of Marketing

Goals: Upon successful completion of this course, learners will:

1. Achieve a broad understanding of the fundamentals of professional selling, including prospecting, sales knowledge, planning, developing customer profiles, communications, sales presentations, handling objections and closing.
2. Demonstrate an understanding of what the occupation of professional salesperson is like in the real world.
3. Learn the "Golden Rule" of selling and how maintaining the highest standards of ethical conduct can benefit both the customer and the salesperson, how customer relationship management works to build trust between customer and salesperson.

Outcome Measures: Mastery of subject matter will be assessed and measured by the following deliverables:

Unit Tests	50%
Discussions	25%
Final Project	25%