

SALES (SLS)

SLS 300 The Business Aspects of Professional Selling 4 credits

Explore the business side of sales while gaining a broad, strategic view of how selling fits into the business from a revenue and operations perspective. Learn the difference between marketing and sales, the financial aspects of sales related to the business, and strategies related to territory coverage plans and customer relationship management systems. Find out the difference that good sales management makes in a business. This course is offered in the fall of even numbered years.

SLS 400 The People Aspects of Professional Selling 4 credits

Learn the human dimensions of a consultative sales process, from how to network with decision-makers and establish rapport to asking the right questions to be viewed as a strategic partner. Learn best practices in supporting and closing based on the unique needs of the prospect. Build competence and confidence in negotiation and servicing after the sale. Skill practice and strategy conversations will act as the primary platform for learning reinforcement. This course is offered in the spring of odd numbered years.

SLS 498 Sales Internship 1-6 credits