

Course Title	SALES METHODS
Course Code	MKT 226
Course Purpose and Objectives	The purpose of this course is to provide students knowledge on how to plan and execute a sales presentation successfully. Students will be able to analyze different sales situations and examine different approaches in order to create meaningful and profitable relationships with customers. This course also examines techniques for creating and building strong sales teams.
Learning Outcomes	<ol style="list-style-type: none"> 1. Examine prospecting techniques. 2. Interpret and evaluate nonverbal communication signals. 3. Analyze sales methods. 4. Make use of techniques in order to handle objections. 5. Compare ways of training, managing and motivating a sales force.
Course Content	<ul style="list-style-type: none"> • Sales force and customer relationship. • Leading into benefits • Communicating with customers • Techniques in prospecting • Sales presentation • Handling objections • Closing a sale and after sales service • Planning staffing and training sales force