

Course Title	<b>PRINCIPLES &amp; PRACTICES OF SELLING</b>
Course Code	<b>MKT 221</b>
Course Purpose and Objectives	This course analyses the nature of the selling profession and the great challenges faced by salespeople. It aims at equipping students with the knowledge and skills to develop a systematic selling process that involves various steps and strategies developed in each stage. The course will also provide students with knowledge about the responsibilities of a salesperson. It will illustrate to students how sales techniques are applied in many sales situations and students will learn about good communication practices and how to keep good customer relations.
Learning Outcomes	<ol style="list-style-type: none"> <li>1. Describe the phases of the selling process and the issues involved in selling.</li> <li>2. Demonstrate relevant skills in conducting a successful sale in the business environment by applying prospecting methods and developing a pre-approach and a selling approach to them.</li> <li>3. Select and apply the varied methods and techniques for sales presentation purposes, handling objections and implementing trial closes.</li> <li>4. Evaluate and adapt strategic alternatives in varied selling situations.</li> <li>5. Recognise objections and techniques to handle them</li> </ol>
Course Content	<ul style="list-style-type: none"> <li>• Introduction to the course.</li> <li>• The salesperson and the types of sales jobs.</li> <li>• Personal selling and relationship marketing.</li> <li>• Ethics in sales</li> <li>• Social responsibility.</li> <li>• The Psychology of selling.</li> <li>• Adaptive sales and Buyer Types Communication and building relations.</li> <li>• Getting to know your customers, products and technologies.</li> <li>• Presentation methods.</li> <li>• Handling objections.</li> <li>• Service and follow up.</li> <li>• Building long term friendships, Satisfaction and retention of customers.</li> </ul>