

Course Title	SALES METHODS
Course Code	MKT 326
Course Purpose and Objectives	This course equips students with knowledge and practical skills required to plan, develop, and deliver effective sales presentations in a variety of business contexts. Emphasis is placed on inspecting customer needs, analyzing different sales scenarios, and designing the most appropriate communication and persuasion techniques to build meaningful, long-term customer relationships. Students will distinguish a range of professional selling approaches. By the end of the course, students will be able to craft tailored sales presentations, adapt to complex selling situations, and contribute to the strategic growth of an organization through effective sales planning and team collaboration.
Learning Outcomes	<ol style="list-style-type: none"> 1. Use different prospecting techniques. 2. Formulate effective communication with customers. 3. Design strategic sales presentation. 4. Plan the handling of objections. 5. Organize sales force planning and motivation.
Course Content	<p>Sales Force and Customer Relationship Management</p> <p>Understanding Buyer Behavior and Value Communication</p> <p>Effective Communication with Customers</p> <p>Prospecting and Lead Generation Strategies</p> <p>Strategic Sales Presentations</p> <p>Handling Objections and Negotiation</p> <p>Closing the Sale and Ensuring Post-Sale Satisfaction</p> <p>Sales Force Planning, Training, and Development</p> <p>Motivation and Leadership in Sales Teams</p>