

Course Objectives/Course Outline
Spokane Community College

Course Title: Professional Sales

Prefix and Course Number: MMG 250

Course Learning Outcomes:

- Identify the characteristics and skills necessary for success in business development
- Describe techniques for identifying sales prospects and qualifying buyers
- Discuss the importance of relationship building, product knowledge, and post sales service
- Apply basic public relations theories and principles to create public relations communication strategies and campaigns

Course Outline:

- I. Introduction
 - a. What is Business Development
 - b. Developing a sales philosophy
- II. Sales Strategies
 - a. Building Relationships
 - b. Adaptive Selling
- III. Product Strategy
 - a. Product Solutions
 - b. Product Value Ad Strategies
- IV. Buying Process
 - a. Process and buying behavior
 - b. Developing and Qualifying prospects
- V. Putting it all together
 - a. Making the Approach
 - b. Prospect Interview
 - c. Create Value
 - d. Negotiation
 - e. Making the Close
 - f. Servicing the sale
- VI. Public Relations
 - a. What is public relations
 - b. PR for business development
 - c. PR Tools
 - d. Aspects of PR- From Promotion to Crisis
 - e. Evaluating Public Relations