

SPOKANE FALLS COMMUNITY COLLEGE

Course Learning Objectives Student Learning Outcomes

Course Title: Applied Professional Sales
Prefix and Course Number: BMGT 445

Last Modified: SP19

Course Learning Objectives

- 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

Student Learning Outcomes

By the end of this course, a student should be able to:

1. Articulate the importance of Sales in business.
2. Develop interpersonal and sales communications skills.
3. Describe the importance of prospecting and market research.
4. Describe buyer motivation.
5. Develop client proposals.
6. Develop product demonstrations.
7. Display presentation skills and closing techniques.