Sales Management - BU141

Section: BU141 002251S Main Campus

Section Type: Lecture **Credit Hours:** 3.00

Course Description: Fundamental skills of selling including sales approaches, sales presentations and demonstrations, overcoming objections, suggestive selling and closing sales; personal motivation and human

relations as they relate to selling; analysis of the techniques of selling.

WHEN Start Date: 08/20/2025 End Date: 12/10/2025

Days: MWF

8:00 AM - 9:00 AM Campus: Main Campus Building: Lockman Hall

Room: LH218

INSTRUCTOR MATT SMITH BOOKS

Title: SELL 6TH Edition Author: INGRAM Required: Yes