

Sales Management - BU141

Section: BU141 002261S Main Campus

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: 08/19/2026 End Date: 12/11/2026

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