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