

## Sales Management - BU141

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**Section:** BU141 700253S Online

**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: 06/01/2026 End Date: 07/23/2026

**Days:**

Arranged

Arranged

### **INSTRUCTOR**

KEITH WADE

### **BOOKS**

Title: SELL 6TH Edition

Author: INGRAM

Required: Yes