## **Sales Management - BU141**

Section: BU141 816251S Online

**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: 08/25/2025 End Date: 12/11/2025

**Days:** Arranged Arranged

## **INSTRUCTOR**

LACEY FINLEY

**BOOKS** 

Title: SELL 6TH Edition

Author: INGRAM Required: Yes