Sales Management - BU141

Section: BU141 816261S 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: 08/19/2026 End Date: 12/10/2026
Days:
Arranged
Arranged

INSTRUCTOR
LACEY FINLEY
BOOKS
Title: SELL 6TH Edition
Author: INGRAM
Required: Yes