

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