

GENB 2353 : Foundations of Personal Sales

Foundations of Professional Sales introduces students to the process of selling and the complex decision-making process. It covers theories and practices of communication and persuasion in the context of making a sale. It also introduces the concepts and practices involved in managing and motivating a sales force. Students review the communication and Persuasion building blocks, followed by the steps needed from planning to closing the sales cycle.

Credits 3

Course ID

009105