

MSB 6309 : Selling Methodologies for Business Development

Selling methodologies for Business Development is designed to help students understand the selling and buying process of the complex sales. This course consists of six building blocks of knowledge: 1) Communication 2) Persuasion 3) Sales Process/Cycle 4) Purchasing Cycle 5) Analysis of Complex Sales 6) Closing the Sale. Students review the communication and Persuasion building blocks, followed by the steps needed from planning to closing of the sales cycle. Students are challenged to compare their vision and mission to the potential prospects to be more effectively increasing the ratio of clients/prospects. Factors affecting the purchasing decision as well as the different motivators and interests for purchasing decision making will be analyzed.

Credits 3

Course ID

008929