

GENB 2355 : Personal Selling

This course builds on the personal selling skills introduced in "Foundations of Professional Sales" ([GENB 2353](#)). Students learn principles of persuasion, the complex decision making models, and methods of personal selling. Students design sales pitches, engage in role play, and analyze cases to build experience in personal selling. This course is intended for, and restricted to students in the Associate of Applied Science in General Business program.

Credits 3

Course ID

009306

Requisites

[GENB 2355](#) Prerequisite: [GENB 2353](#)