

**COURSE OUTLINE**  
**BMGT-132**  
**Sales and Sales Management**  
3 Semester Hours

**HOWARD COMMUNITY COLLEGE**

**Description**

This course focuses on helping the student learn how to sell and how to manage sales people. The sales process will be taught on an in-depth level: prospecting, developing relationships and presentations, presentation delivery, closing and follow-up. Substantial student involvement in oral presentations and written communication will strengthen these skills. The sales management process will include motivation, compensation, and supervision. This interactive class is appropriate for entrepreneurs and business majors who need to recognize and deal with the importance of sales people in an organization. (3 hours weekly)

**Overall Course Objectives**

Upon successfully completing this course, the student should be able to:

1. Identify career opportunities available in selling and related fields.
2. Develop a relationship strategy through an understanding of the communication process.
3. Locate information necessary for analyzing products.
4. Develop a product selling strategy.
5. Explain some of the elements which influence consumer behavior.
6. Develop a consumer strategy.
7. Prepare and demonstrate a sales presentation
8. Describe the elements necessary for acquiring and managing a sales force.
9. Analyze some of the methods used to motivate, compensate, and organize an effective sales force.
10. Explain the role of technology to the future of selling, especially in the area of telemarketing.

**Major Topics**

- I. Personal Selling and the Marketing Concept
- II. Communication in Building a Selling Strategy
- III. Product Strategy
- IV. Customer Strategy
- V. Presentation Strategy
- VI. Managing a Sales Force
- VII. Telemarketing and the Future of Personal Selling

**Course Requirements**

**Grading/Exams:** Grading procedures will be determined by the individual faculty member but will generally include several exams, participation in case studies and other classroom projects, and at least one major oral sales presentation.

Writing: Specific writing assignments will be determined by the individual faculty member but will include the design of a sales presentation.

### **Other Course Information**

This course serves as a business elective.