

MAKT 341 : Consultative Selling

Basics of personal selling; preparation, personality development, communications, sales interview techniques, ethics, and career opportunities; selling skills developed via sales presentations, role-playing, audio-visual self-observation, and use of sales aids.

Credits 3

CIP Code

52.1401

Prerequisites

or any 3 credit hours MATH, LIBR 150 may be taken concurrently.

Prerequisite Courses

LIBR 150

MAKT 302

MATH 110

Course Outcomes

After successfully completing the course, the learner will be able to:

- Compare and contrast selling issues involving consultative selling and strategic alliances in different global markets.
- Analyze electronic commerce websites in terms of their potential effectiveness in executing a particular selling strategy, developing a customer prospect base, demonstrating product or service expertise, generating an effective sales presentation, and providing interactive decision-making options and customer feedback.
- Distinguish self-management selling techniques from sales force management techniques.
- Design and evaluate a sales presentation with sensitivity to cultural diversity.
- Evaluate the ethical consequences of selling strategy decisions, and prepare selling plans with attention to social responsibility.
- Debate selling issues and use consensus-building techniques in a task-oriented team, such as a team designed to formulate a consultative selling strategy for an international technological service in the new economy.
- Solve selling case problems and organize a team presentation with diagrams and marketing models to visually support the team's sales strategy.
- Design and demonstrate an effective selling presentation that is customized to meet the needs of a particular customer.
- Formulate a quantitative and qualitative method for qualifying customer prospects for a particular product or service.
- Construct a selling strategy that relates to the overall marketing strategy, and that integrates other marketing elements including: pricing, product or service features and benefits, domestic and international cultural diversity, and the ethical and legal aspects of selling.