

SOUTHEAST COMMUNITY COLLEGE
BUSINESS DIVISION
Business Program
Revision Date: 08-18-25

I. CATALOG DESCRIPTION

Course Number: BSAD2270
Course Title: Professional Selling
Prerequisite(s): None

Catalog Description: Development of key concepts and principles of professional selling. Emphasis is placed on building strong partnering relationships with customers. The course also addresses ethical considerations, negotiation techniques, communication, and other necessary skills for effective selling.

Credit Hours: 3.0
Class Hours: 45
Lab Hours: 0
Total Contact Hours: 45

II. COURSE OBJECTIVES: *Course will teach students to*

- A. Explore professional selling as a career option.
- B. Identify personal characteristics/traits for a successful selling career.
- C. Recognize importance of professionalism, communication, and versatility in selling.
- D. Understand the principles and elements of the partnership selling.
- E. Develop an understanding of various selling techniques.
- F. Understand operational side of selling, including time and territory management, and social media that contribute to the individual's and company's success.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES

- A. Student Learning Outcomes: *Students will be able to*
 - 1. Understand the importance of relationship selling in today's market.
 - 2. Identify ways to build successful partnerships with customers.
 - 3. Recognize the importance of ethical behavior in selling.
 - 4. Identify customer's needs by active listening and using different questioning tactics.
 - 5. Recall prospecting methods and identifying quality prospects.
 - 6. Plan and present a sales presentation.
 - 7. Apply different sales techniques.
 - 8. Employ various sales objection techniques.
 - 9. Identify closing strategies.
 - 10. Evaluate a role-play sales presentation.
 - 11. Develop an effective time management and organizing system.
 - 12. Explore sales management functions and responsibilities.
 - 13. Improve problem solving.
- B. General Education Learning Outcomes (GELOs)
 - 1. GELO 6: Career and Life Skills
 - Outcome 1: Employ effective interpersonal and intrapersonal communication skills.

IV. CONTENT/TOPICAL OUTLINE

- A. A Career in Selling.
- B. Building Partnering Relationships with Customers.
- C. Ethical and Legal Issues in Selling.

- D.** Buyer Behavior and the Buying Process.
- E.** Developing Communication Skills.
- F.** Adoptive Selling.
- G.** Prospecting, Planning, and Making the Sales Presentation.
- H.** Objections and Obtaining Commitment.
- I.** Personal, Time and Territory Management.

V. INSTRUCTIONAL MATERIALS

- A.** Required text:
 - 1.** Selling: Building Partnerships by Stephen Bryon Castleberry and John F. Tanner | Current Edition, McGraw-Hill Companies | Connect Access code and eBook.

VI. METHODS OF PRESENTATION/INSTRUCTION

- A.** Explanation and/or Lecture
- B.** Discussion
- C.** PowerPoint presentations
- D.** Videos
- E.** Case studies
- F.** Selling activities
- G.** Student recorded sales presentations or class presentations

VII. METHODS OF EVALUATION

- A.** Instructors will distribute the grading policies in Course Information Document
- B.** SCC STANDARD GRADING SCALE POLICY:

A+	95-100	C+	75-79
A	90-94	C	70-74
B+	85-89	D+	65-69
B	80-84	D	60-64
		F	Below 60

VIII. SPECIFIC COURSE REQUIREMENTS

- A.** None