

Professional Sales

Overview

Selling is a fundamental part of every business; knowing how to effectively and persuasively sell an idea, a product, a service, point of view, or even yourself is critical to long-term success. Through coursework, role-plays, and projects, students develop persuasive communication skills that build long-term relationships. With a solid understanding of the consultative selling process, students are prepared for a career in sales, sales management, and sales leadership in any organization or industry.

More information can be found online at <https://www.stetson.edu/other/academics/undergraduate/professional-sales.php>

Learning Outcomes

Student learning outcomes describe what students know, understand and are able to do as a result of completing a degree program. The learning outcomes for this program are:

1. Know the steps of professional selling process
2. Understand the interdependence and synergy of marketing mix elements
3. Successfully execute the alignment of the selling process with customer decision-making
4. Understand the role and functions of sales and sales management in an organization
5. Be able to evaluate sales performance for individuals and organizations
6. Evaluate the ethics and social responsibility of sales and sales strategy choices
7. Apply critical thinking skills to sales and sales management situations
8. Communicate professionally for a variety of business purposes

Majors

Major in Professional Sales

- Bachelor of Business Administration in Professional Sales (<https://catalog.stetson.edu/undergraduate/business-administration/professional-sales/professional-sales-bba/>)

Minors

The minor in Professional Sales is designed for both business and non-business students who wish complement their major field of study with a deeper understanding of professional sales. By providing the sales skills that are core to all businesses, the professional selling minor helps develops persuasive communication skills that build long-term relationships and provides a solid foundation for students to expand their career opportunities in any industry.

Minor in Professional Sales - 4 Units

Code	Title	Units
Required Courses		
SALS 230	Professional Selling and Communication	1
SOBA 203	Fundamentals of Marketing and Technology	1

	or MKTG 307 Marketing Management	
SALS 330	Advanced Professional Selling and Communication	1
SALS 410	Sales Management	1
Total Units		4

Advising Course Plans

Advising Course Plans

- Professional Sales Major (<https://catalog.stetson.edu/undergraduate/business-administration/professional-sales/professional-sales-plan/>)

Faculty

Riggs, John
Professor of Practice in Marketing, 2016
Director of the Centurion Sales Excellence Program, 2016
 B.S., University of Florida
 M.B.A., D.B.A., Kennesaw State University

Hale, Dena
Assistant Professor of Sales and Marketing, 2020
 B.A., B.S., M.B.A., Ph.D., Southern Illinois University Carbondale

Courses

SALS 230. Professional Selling and Communication. 1 Unit.

This course explores the field of professional selling and the overall sales process required to create value and successful long-term relationships with customers. Focus is on earning trust, sales ethics, buyer behavior, communication skills, strategic prospecting, needs assessment, sales presentations, negotiating, and service after the sale. Extensive use of lab simulated and actual customer role-plays are integrated throughout the course for students to demonstrate the methods learned. Prerequisite: Sophomore standing or Permission of Department.

SALS 297. Professional Sales Internship. 0.5 Units.

A structured work and observation experience in a professional sales setting. Specific guidelines must be followed by students seeking to arrange an internship for academic credit. Students must work 100 hours during the semester at the internship site. Enrollment in an internship course requires students to attend an orientation prior to beginning work at their internship site. For more information regarding internship orientations, please contact Career & Professional Development at career@stetson.edu or 386-822-7315.

SALS 330. Advanced Professional Selling and Communication. 1 Unit.

The focus of this course is the study and application of advanced sales creation strategies and skills that apply to any industry. Building on the content and skills learned in SALS 230, students will apply their individualistic sales personalities to complex issues such as national account selling, international selling strategies, and contract negotiations. A key component of Advanced Professional Selling is the student's demonstrated mastery of the selling process whereby students will begin teaching others the professional selling process. Lab simulated and actual customer role-plays are used extensively throughout the course. Prerequisite: SALS 230 or SPTB 350.

SALS 385. Independent Study. 0.5 or 1 Units.

SALS 390. Special Topics in Professional Sales. 1 Unit.

SALS 395. Teaching Apprenticeship. 0.5 Units.

SALS 397. Professional Sales Internship. 1 Unit.

A structured work and observation experience in a professional sales setting. Specific guidelines must be followed by students seeking to arrange an internship for academic credit. Students must work 200 hours during the semester at the internship site. Prerequisite: Junior standing; SALS 230; Permission of instructor. Enrollment in an internship course requires students to attend an orientation prior to beginning work at their internship site. For more information regarding internship orientations, please contact Career & Professional Development at career@stetson.edu or 386-822-7315.

SALS 410. Sales Management. 1 Unit.

This course is an interactive exploration of the strategic and tactical issues important to managing and leading a professional sales organization. The curriculum is designed around frameworks that provide the sales manager with an understanding of the entire sales force system, which affords the student a comprehensive view of the significant decisions faced by any selling organization. Frameworks include the role of the sales force in go-to-market strategies, how to assess the effectiveness of a selling organization, and success drivers such as sales force sizing, hiring, training, compensation, and coaching. Lab simulated role-plays are used extensively throughout the course to demonstrate methods learned. Prerequisites: SALS 230, and MKTG 315 or SOBA 203.

SALS 450. Executive Sales Strategy. 1 Unit.

This course integrates other sales and marketing courses in order to emphasize the development and application of problem-solving techniques in a wide range of sales and sales management problems. Using cases and role-plays, students develop skills in linking the logic and concepts of sales and marketing to data, analyze relevant data, and make and justify rational sales and sales management decisions. Prerequisite: SOBA 202, SOBA 203 and SALS 410 or MKTG 315 and SALS 330 or Permission of Instructor; Senior standing; Professional Sales majors only.

SALS 485. Independent Study. 0.5 or 1 Units.

SALS 490. Special Topics in Professional Sales. 1 Unit.