

## PROFESSIONAL SELLING

Professor

**Carlton O' Neal**

**University of San Diego**

**June 20 – June 30**

**Monday-Friday** (6:00 pm – 9:00 pm)

**Saturday** (9:00 am – 12:00 m)

**ONLINE PM**

### DESCRIPTION

The objective of this course is to introduce students to the many issues undertaken by salespeople in international settings, while learning to sell themselves, their company, and their products/services in countries worldwide, all within a socially responsible and ethical framework. Students will learn the basic tenets of adaptive, relationship selling in dealing with various sales situations and business cultures—as well as the power of SPIN selling to obtain commitment in larger, more complex transactions, while getting multiple chances to practice the art of presenting, selling, negotiating, and closing through numerous presentations and role-plays both in teams and individually.

## OBJECTIVES

At the end of the semester, you should be able to:

- Present and sell yourself, and any salient issues/facts, in a professional manner.
- Adapt to various selling situations and cultures while maintaining a focus on your desired outcomes.
- Show flexibility in your approach in order to handle unknown issues including overcoming objections and dealing with business/selling issues in other countries.
- Create quality international relationships with others, and win-win results, in selling situations.
- Understand the various personality and culture types you will encounter in your selling activities and be able to tailor your approach to each for maximum effectiveness.
- Obtain commitment from a prospect even if they are not inclined to give it.

## METHODOLOGY

We will spend most of our class time discussing cases in open and free flowing discussions, along with doing exercises and role plays using supplemental materials that I will provide from time to time.

## EVALUATION

- Class participation: 15%
- Quizzes: 15%
- Presentations: 35%
- Role plays: 35%

## PRE-REQUISITES

Fundamentals of Marketing