

# BUS 174C : Principles of Sales

A study of the selling process as it relates to training professional sales people and the basic elements of the persuasion process. A systematic approach will be used to develop techniques to adjust to individual styles. Students will study the tasks of the sales manager and techniques that are used to hire, train, and compensate the sales force.

**Credits** 3

**Lab/Practicum/Clinical Hours** 0

**Lecture Hours** 3

**Prerequisite Courses**

BUS 170C