

CGM2 520. SALES MANAGEMENT AND NEGOTIATION STRATEGIES.

Credits: 3

Offered by: Management & Entrepreneurship (School of Continuing Studies)

This course is not offered this catalogue year.

Description

Application of principles and theories of sales management for large, medium, and small-sized enterprises. Focus on crystallizing a venture's customer value proposition to develop effective sales strategies to achieve business and marketing objectives. Strategies for personal selling, team selling, and online and offline selling as well as B-to-B and B-to-C models. Business negotiation strategies.

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

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