

# CGM2 625. SALES MANAGEMENT AND NEGOTIATION STRATEGIES.

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Credits: 3

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

Terms offered: Fall 2025

[View offerings for Fall 2025 in Visual Schedule Builder.](#)

## 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.

- Restrictions: Not open to students who have taken CGM2 520.

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