

## ENTB4525 : Professional Selling

The Professional Selling course teaches students the importance of the business-development and client-relationship management roles in both large and small companies. Students learn best practices in a professional sales environment and develop methods to overcome common hurdles in meeting sales objectives. This course explores topics such as building the customer relationship, distinguishing types of sales, the relationship and differences between sales and marketing, and methods of sales forecasting and reporting. Students will also learn how to deliver an effective sales presentation and will survey the array of related career opportunities within the industry.

**Credits** 4