MKT 528 - Sales Management: The Art and Science of Sales

You Should Take This Class If You

Sales is the artful combination of structure and free thinking, process and people, and logic and emotions. Regardless of your area of business responsibility, you need to develop sales skills. Because of your career you will continually have to sell your ideas to colleagues, customers, and convince others to follow your lead. Specifically, this class is for:

- Students who seek to become an organizational leader (President, CEO, COO, etc.) where the sales function will report to them
- Students who work in others areas of the organization (marketing, finance, engineering, etc.) that must interact with sales
- Students who are in sales and business development today or those who are considering sales as a career
- Students who want to start their own business
- Anyone who wants to learn how to become more persuasive and better able to promote their ideas to others within their organization

Course Description

This course provides detailed exposure of business to business and personal selling techniques. Emphasis is placed on understanding sales organization performance, creating a sales strategy, the planning and delivery of sales calls/presentations, and techniques to persuade people to change their opinions and beliefs in face-to-face meetings. Class objectives include:

- Understanding sales organization structure and performance
- Creating and executing a sales strategy
- Managing the sales process
- Determining organizational political power and influencing decision making
- Understanding how people communicate
- Mastering personal persuasion and building your personal brand
- Conducting effective sales calls and overcoming objections

Deliverables

- Extensive in-class role plays, individual exercises, and group competition exercises
- Sales presentation creation and delivery
- Job interview personal branding and messaging assignment
- Quiz and Exam

Course Essentials

16528  
Thursday  
6:30-9:30pm

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