

## **MKT-41 — TECHNIQUES OF SELLING**

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### **About This Course**

**Transfer:** CSU

3.00 units

Prerequisite: None

Description: Examines the key topics of how to locate, qualify and approach prospects; how to deliver the sales presentation, how to meet objections and how to close the sale. The analysis of behavioral, ethical, and philosophical factors as applied to the selling function globally. 54 hours lecture. (Letter Grade, or Pass/No Pass option.)