



## School of Business and Professional Studies

# Basics of 21<sup>st</sup> Century Successful Sales

**Monday 6:00 – 9:30PM**

**Grimm Hall – Room xxx**

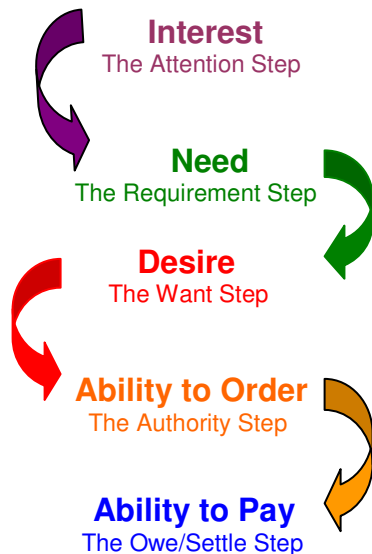
**Instructor – Don McNamara CMC**

This is an introductory examination and explanation of the essential elements of basic salespersonship in the digital age. Topics include: Sales knowledge base such as market assessment, time management, forecasting and prospecting skills; as well as actual sales skills including getting appointments, effective presentations, sales interview skills, needs analysis, proposals, qualifying the opportunity and asking for commitment.

This course is designed for those wishing a fundamental understanding of the key ingredients in professional selling. It is intended to familiarize the attendee with the practical application of these essentials and expose them to actual field sales experience. Objectives include: the basics of being a successful sales person, which encompass the science of “what to do”, as well as the art of “how to do it.” Goal: leave this course with a fundamental baseline understanding of what it takes to be successful in face-to-face direct business-to-business selling. This course will provide the attendee to ability to grasp and apply these fundamentals in every day life, regardless of the work role they actually perform.

It will require highly interactive class participation and dialogue based upon instructor led combination of lecture (what to do) and modeling through role-playing (how to do it).

## Essentials of a Sale



Don McNamara CMC, is an experienced sales management consultant, trainer, coach and professional speaker. With over 30 years sales experience from the field level to executive sales management, in his career he has been an individual contributor, corporate sales training manager, regional manager, national sales manager and vice president of sales. During this span he recruited, hired, trained and supervised over 1,200 sales persons and their managers. Don is a Certified Management Consultant (CMC), is widely published, and author of *Visionary Sales Leadership: How Senior Executives Can Erase Status Quo Myths and Build Superior Sales Organizations*.

