

INTERNATIONAL SALES AND SELLING



Carlton O'Neal
University of San Diego

June 21 - July 2

Monday - Friday
(6:00 pm – 9:00 pm)

Online

DESCRIPTION

The objective of this course is to introduce students to the many issues undertaken by salespeople in international settings, while learning to sell themselves, their company, and their products/services in countries worldwide, all within a socially responsible and ethical framework. Students will learn the basic tenets of adaptive, relationship selling in dealing with various sales situations and business cultures—as well as the power of SPIN selling to obtain commitment in larger, more complex transactions, while getting multiple chances to practice the art of presenting, selling, negotiating, and closing through numerous presentations and role-plays both in teams and individually.

OBJECTIVES

At the end of the semester, students should be able to:

Primary Objectives

- ◆ Present and sell yourself, and any salient issues/facts, in a professional manner
- ◆ Adapt to various selling situations and cultures while maintaining a focus on your desired outcomes

- ◆ Show flexibility in your approach in order to handle unknown issues including overcoming objections and dealing with business/selling issues in other countries
- ◆ Create quality international relationships with others, and win-win results, in selling situations
- ◆ Understand the various personality and culture types you will encounter in your selling activities and be able to tailor your approach to each for maximum effectiveness
- ◆ Obtain commitment from a prospect even if they are not inclined to give it

Secondary Objectives

- ◆ Work with other team members effectively including foreign nationals
- ◆ Prepare high quality sales documents and presentations
- ◆ Generate quality professional materials and templates for your personal portfolio that can be used with potential employers and in your careers

METHODOLOGY

Class will be taught as experiential learning, with "tell", "show", "do" elements. First, there will be a lecture about a certain set of Sales skills ("tell"), next students will be able to watch videos of those skills being used ("show"), and lastly students will be able to role play practice the skills with fellow students ("do").

EVALUATION

While maximum learning about Professional Selling is the goal of this course, the ability to **DEMONSTRATE** that learning is the basis for how you will be evaluated.

Class Participation	15%
Quizzes	15%
Presentations	35%
Role Plays	35%

PRE-REQUISITES

N/A