

Course Outline

Course Title : Personal Selling & Sales Management

Faculty : Yuting Zhu

Department : Marketing

Email : y.zhu@nus.edu.sg

URL : zhuyuting.com

Overview

We are called upon to sell all the time – whether it is an idea, a product, a service, a point of view, ourselves, or any number of other things. Nevertheless, many of us have not systematically studied the *science* of selling. This course offers scientific tools to empower you in selling and personal communication.

Grounded in scientific research, this course will train you to become a more effective seller through *reflected experiences*. Over the semester, you will engage in eight different selling role-play exercises with different classmates and reflect on each of these experiences. In addition, you will learn about how artificial intelligence and machine learning are changing the organisation's sales strategy and management.

Course Objectives

By the end of this course, you should be able to:

- understand the science behind effective selling
- improve your skills in selling and personal communication
- explore the use of AI in sales

Schedule and Outline

Session	Description
1	Introduction
2	Opening and Relationship Strategy
3	Identifying Needs
4	Selecting Products
5	Presenting Products
6	Sales Management
7	Selling to Organisations
8	Negotiating Objections
9	Post-Sales Management

10	AI in Selling
12	Individual Presentation
13	Individual Presentation