New Program! Close the deal. Be prepared to effectively communicate and promote products and services as a sales representative or sales manager. Learn the skills, ethics and procedures to effectively develop strategies and tactics. Apply your knowledge as you learn negotiation and relationship-building in this high-demand, lucrative field. Start or further your career in professional selling.

The Bureau of Labor Statistics reports that the average annual wage is $37,900 for sales occupations and $68,580 for sales representatives. Sales positions will increase up to 19% by 2020. Develop personal and professional attributes to qualify yourself for advanced sales positions.

Students who earn this degree will be able to

• Create an effective sales presentation.
• Begin a career in business-to-business and business to consumer sales.
• Understand the nature of sales careers, including opportunities, advantages and requirements.
• Negotiate with proficiency.
• Create objectives, sales budgets, and quotas.
• Understand what motivates performance and commitment from sales people.

Specialty classes offered to help you polish your abilities include

• Professional selling — Techniques of selling that focus on customer behavior, needs and relations.
• Sales Management — Become familiar with the roles, objectives, terminology of sales management.
• Advanced Professional Selling — Examine the theory, practice and procedures of successful selling.
• Professional Negotiations — Conceptual and practical understanding of the negotiation process.

Why DU?

• Gain a strong foundation in terminology, function and operations in sales management through our in-depth curriculum.
• Participate in role playing and other experiential learning to master successful selling techniques.
• Focus on trends in consumer and corporate behavior to understand the market and the need to adapt and stay ahead of the curve.
• Faculty members are leading professionals in a variety of industries.
• Learn leading approaches to selling based on today’s global market.

Davenport University

• We are a private, non-profit university preparing students for a career.
• We award $15 million in scholarships each year.
• We keep a low student to faculty ratio.
• We offer 11 campuses across Michigan.
• We specialize in flexible online or on-campus classes days and evenings.
• We are nationally respected for our curriculum and faculty.

Donald W. Maine College of Business

DU has been a leader in business education since 1866, with a proud tradition of preparing leaders for today and tomorrow. Respected, rigorous and proven, we focus on your success. Find your future with Davenport.

Learn more from admissions representatives at 800-686-1600 or davenport.edu