

CREATING CUSTOMER VALUE THROUGH PERSONAL CONTACT

ABM 222/FIM 222

Agribusiness & Food Industry Sales

3 Credits

Summer, Fall and Spring Semester

Prerequisites: (ABM/FIM 100 or ABM 130 or EC 201 or EC 202) and completion of Tier I (ATL or WRA) writing requirement.

NOT OPEN TO FRESHMEN

LEARN techniques of professional selling: personal selling and selling to resellers, such as, wholesalers, distributors and retailers.

EXPERIENCE actual business transactions through field observations. The “Shadow Day” project places you in the field with a professional sales representative.

DEVELOP and **IMPLEMENT** your own selling program. In “Ready-Set-Sell”, you create a product, develop a sales presentation, and attempt to sell the product to a sales professional.

ENHANCE your ability to write and speak professionally through memos, letters, reports, and presentations.

ACQUIRE an understanding of ways to develop long-term partnerships and relationships with professional colleagues and business associates.

BUILD your portfolio of managerial skills in sales forecasting, managing major accounts, managing a geographic territory, and acquiring market intelligence.

For more information contact:

ABM/FIM 222 Instructor
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