

MKTG4774 Advanced Personal Selling:

This course builds on the sales concepts students were exposed to in Buyer/Seller Relationships. Students will develop an understanding of the activities involved in supporting buyer-seller interactions and the personal selling process. Its purpose is to provide knowledge in areas related to purchasing, sales negotiations, contact management, sales force technology, and managing customer follow up. Prerequisite: MKTG3104, MKTG4554.

MKTG4404 Field Practicum: Application of marketing and sales concepts and theories to a specific business concept. On-site performance of marketing and sales activities and a written analysis of the firm's marketing and sales strategy and execution. Prerequisites: MKTG3104, MKTG4984. and/or MKTG4554.



Dr. Richard Buehrer with Kevin Largen, Scott Stilwell, Travis Coleman, and Mike Fagan pictured at the 2013 National Collegiate Sales Competition.

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Virginia Tech

Pamplin College of Business
Department of Marketing

Major Concentration
in
Professional Selling



Pamplin College of Business

Professional Sales Program in the Department of Marketing

Selling skills drive our economy—from medical equipment to industrial and engineering products—sales makes things happen, every day. Recent statistics by the U.S. Department of Labor (2012) estimate that professional sales positions are expected to increase 9-25 percent by 2016. This condition has created strong competition among employers to recruit and retain the very best business student graduates for professional sales careers.

The Professional Sales program in the Marketing Department in the Pamplin College of Business is designed to prepare students for careers in professional sales.

Students who have graduated within our department, currently hold positions within GE Healthcare, Hershey's, Frito Lay, Ferguson, Otis, and many more. Most compensation packages range from \$45,000-\$85,000. Students are quickly understanding the potential of this career path and excel when working in tandem with marketing and social media teams to integrate all of their skills.



Dr. Sam Basu, Dean, Cotsakos College of Business presents the 1st Place Plaque to Virginia Tech students Nick Wells, coach Dr. Richard Buehrer, and Kristina Kelly at the National Sales Challenge at William Paterson University, November 2011.

The VT Marketing graduate with a concentration in Professional Sales will understand and recognize how to effectively apply sales techniques and theories within his or her organization. Students will learn how to more effectively utilize their communication, interpersonal, and professional skills to implement selling strategies including initiating and building long-term customer relationships, and delivering effective sales presentations.



Major Concentration in Professional Sales

REQUIRED COURSES:

MKTG4554 Buyer/Seller Relationships: This course introduces students to the theory and practice of personal selling. Its primary focus is on the face-to-face aspects of the sales process. Its purpose is to provide a professional foundation for students interested in pursuing a career in sales. Prerequisites: MKTG3104.

MKTG4454 Sales Force Management: This course focuses on the activities and problems of first line sales managers in managing the sales function in the modern business organization. The role and functions of the sales manager will be examined, including sales force size and organization, and management of the sales force. Issues related to hiring, training, supervising, compensating, and evaluating salespeople are also emphasized. Prerequisites: MKTG3104, MKTG4454.