

# The Future is OPEN



BMK-2710: Personal Selling -  
Building Relationships

## BMK-2710: PERSONAL SELLING - BUILDING RELATIONSHIPS



This course covers the basic principles of personal selling as found in the American business system. The student learns the terms, concepts, and frameworks used by practicing professional salespeople to create win-win partnerships between buyer and seller. The student learns the interpersonal skills used in developing relationship strategies.



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