

ENGINEERING TECHNOLOGY (ENGT)

ENGT 10A Foundations of Technical Sales

2 Units (Not Degree Applicable)

Lecture: 18 Lab: 54

Prerequisite: MATH 150 or eligibility for MATH 160

Technical sales course for science and engineering students. Fundamentals of technical sales including communication, business knowledge basics, leadership, sales and ethics. Main topics include understanding technical sales as a member of the sales process, technical marketing and prequalification, successful customer engagements, decision makers and technical buyers, the trusted advisor, the perfect pitch and demo, RFPs and financial justification.

ENGT 10B Technical Sales Strategies

2 Units (Degree Applicable)

Lecture: 18 Lab: 54

Prerequisite: ENGT 10A

Case studies and experiential lessons on the development and application of technical sales strategies. Specific topics will include developing pricing and distribution strategies, managing a sales staff and channel, developing sales teams and global sales plans, bid and negotiation strategies, time management skills, and implementing sales automation technologies.