



Professional Sales

Sales is a common career entry point for many college graduates and a popular first job particularly for students majoring in a number of fields, including economics, international business, management, finance, operations management and Human Resources.

And yet, employers continue to report frustration with their inability to fill sales job openings. This is often due to a shortage of qualified candidates who possess the skills needed to step into a sales or business development role — and succeed — in a variety of industries and sectors.

Our Professional Sales major develops critical knowledge and perspective in the fields of revenue generation, business development and sales management, while nurturing an understanding of the role sales plays within an organization. This strategic mastery is coupled with pragmatic expertise, ultimately translating into success in the employment marketplace — professional sales skills are highly transferrable across industries and can be applied in private and public companies, nonprofit organizations and social missions.

CAREER OPTIONS

The skills and knowledge you will gain as a Professional Sales major are particularly well suited to a number of revenue generation and business development roles across a variety of industries and markets. Specific roles for Professional Sales majors include the following:

- Account manager
- Business development representative
- Consultant
- Customer service manager
- Inside sales representative
- Nonprofit development associate
- Online sales manager
- Outside sales representative
- Sales operations analyst
- Sales support specialist
- Technical sales representative

SELECT EMPLOYERS

- Amazon
- athenahealth
- Bank of America
- Calvin Klein
- Cisco Systems
- Columbia Sportswear
- CVS Health
- DraftKings
- Fidelity Investments
- KPMG
- L'Oréal
- Marriott International
- Peloton
- Raytheon Technologies
- Thermo Fisher Scientific
- Toast, Inc.
- Wayfair

REQUIRED AND ELECTIVE COURSES

MAJOR REQUIREMENTS

Effective Selling

Sales Management

Sales Strategy and Technology

Internship in Professional Sales

Marketing Essentials

Interpersonal Relations in Management

ELECTIVES (TWO REQUIRED)

Managing Strategic Alliances

Effective Speaking

Negotiating

Talk at Work

Theories of Persuasion

Time Series Analysis

Managerial Communications

FOR MORE INFORMATION

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