

# Equine Entrepreneurship Distance Training Program

Texas A&M University

Center for Equine Business Studies

## Course            **Sales in the Equine Industry**

**Description**      An introduction to the principles of professional sales techniques in the equine industry environment.

**Objectives**        Examine professional sales and selling techniques in the environment of the equine industry.

Develop sales skills through the application of sales principles to realistic selling situations.



Prepare sales projections and a sales plan for a business selling an equine service or equine related products.

Develop a sales presentation for an equine related product or service.

**Requirements**    Basic Excel spreadsheets skills are needed.

- Course Topics**
- Sales versus Marketing
  - The theory of change
  - The sales process
  - Developing sales projections
  - Developing a sales budget
  - Developing a sales plan
  - Developing a sales presentation
  - Value added selling
  - Consultative selling
  - Personality styles
  - Customer service and relationship management

- Course Projects**
- ✓ Interview a sales professional.
  - ✓ Select an actual or hypothetical equine product or service and develop the following:
    - Sales projections
    - Sales budget
    - Sales plan
    - Sales presentation

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