

MINOR IN PROFESSIONAL SALES

The Professional Sales Minor at Bentley University equips students with the strategic, technological, and interpersonal tools necessary to excel in modern sales environments. Students will explore the complete sales process, from lead generation and nurturing to lead conversion and customer fulfillment, with a focus on strategic sales planning. This program emphasizes the development of sales strategy creation, the application of cutting-edge sales technologies, and leadership skills that empower students to guide sales teams and drive organizational success.

Through interactive courses, role-play exercises, and hands-on projects, students will master critical interpersonal communication techniques and gain practical experience in real-world sales scenarios. From understanding customer needs and creating value propositions to navigating complex sales cycles, students will graduate with the confidence and skills to thrive in consultative sales roles and leadership positions across industries.

For further information about policies related to minors, see the Program Policies (catalog.bentley.edu/undergraduate/degree-requirements/#minorspolicies) page.

Prerequisite Course

Course	Title	Credits
MK 250	Marketing Essentials	3

Program Requirements

Course	Title	Credits
Required Courses:		
PRS 339	Effective Selling	3
PRS 343	Sales Management	3
PRS 373	Sales Strategy and Technology	3
MG 360	Negotiating	3
or PRS 421	Professional Sales Internship	
Total Credits		12