FUNDAMENTAL SELLING TECHNIQUES
WITH ALEX LAWRENCE

This course emphasizes the learning and real-world application of fundamental selling principles in a fun and challenging way. After successfully completing the course, students will be able to apply the selling techniques learned to their day-to-day careers.

Sales principles taught in the course will include how to avoid common sales mistakes, approach customers, handle objections and successfully close a sale.

JUMPSTART YOUR SALES CAREER From retail to high tech, learn to master sales principles that will work in any industry.

REAL-WORLD APPLICATION Gain skills and strategies that you can put to work immediately.

CONVENIENT LOCATION Easy parking at our new center at Station Park in Farmington.

Alex Lawrence is Vice Provost for Innovation and Economic Development at Weber State University. He also spearheaded the creation of university projects such as Weber State Downtown.