

MBA 8631: Exec Level Selling C-Suite

Selling higher in organizations, often referred to as C-suite selling or up-tiering relationships, requires a unique mindset and a defined set of skills in order to gain a place at the executive table. Course focuses on where and how to start building a knowledge base, and with simulation and case studies will challenge the student to move from traditional, entry and mid-level selling to proficiency with clients at all senior levels within an organization.

Credits: 1.5

Prerequisites:

[MBA 8450](#) and [MBA 8650](#)

Program: MBA (Business Administration)