

Bemidji State University

TADT 3885: Technical Sales, Service and Training

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 0

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

The philosophy and practice of sales and service in a technical environment, including the methodology, planning and design of sales activity, and developing technical proposals and presentations. Course also examines aspects of assessing, designing and implementing human resource training programs.

Prerequisites: Junior status or consent of instructor.

B. COURSE EFFECTIVE DATES: 08/22/2016 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. assess, design and propose a human resource training plan
2. become proficient in designing a sales presentation
3. create effective written technical proposals
4. develop a lesson plan and present a training component for a workplace setting.
5. develop effective technical presentations with appropriate presentation media
6. develop skill in identifying and applying effective presentation media
7. . outline basic philosophy and principles of educational theory in a workplace setting
8. understand and apply the fundamentals of effective sales strategies in a technical environment.
9. understand the role, purpose and benefits of effective customer service in a variety of business and industrial applications

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted