Minnesota State College Southeast

RESL 1217: Sales Communication

A. COURSE DESCRIPTION

   Credits: 2
   Lecture Hours/Week: 2
   Lab Hours/Week: *.*
   OJT Hours/Week: *.*
   Prerequisites: None
   Corequisites: None

   MnTC Goals: None

   This course covers telemarketing business-to-business applications, locating business opportunities, maintaining customer files, utilizing sales language/tempo, planning revenue calls, closing and evaluating calls. Students will practice telemarketing sales skills as part of class work. (Prerequisite: None) (2 credits: 2 lecture/0 lab)

B. COURSE EFFECTIVE DATES: 04/29/1998 - Present

C. OUTLINE OF MAJOR CONTENT AREAS
D. LEARNING OUTCOMES (General)
   1. Define telemarketing terms
   2. Define telemanagement
   3. Define telesales
   4. Describe telemarketing applications
   5. Define inbound/outbound calls
   6. Define telemarketing objectives
   7. Demonstrate professionalism
   8. Identify closing signals
   9. Compare revenue/non-revenue calls
  10. Plan revenue/non-revenue calls
  11. Utilize listening skills
  12. Use creative verbal visualization
  13. Acquire product knowledge
  14. Locate future business opportunities
  15. Compare sales costs
  16. Calculate call ratios
  17. Utilize software applications
  18. Assess customer's potential needs
  19. Perform call procedural steps
  20. Develop script
  21. Plan call schedule
  22. Confirm customer data/delivery information
  23. Maintain customer files/records
  24. Utilize interest-creating statements
  25. Identify decision-maker
  26. Identify telemarketing customer
  27. Use telephone language
  28. Present product information
  29. Use questioning techniques
  30. Paraphrase customer statements
  31. Clarify objections/objectives
  32. Use minor agreements
  33. Close calls
  34. Critique call process

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted