Alexandria Technical and Community College

MKTG 1515: Selling Principles and Practices

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 3
Lab Hours/Week: *.*
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

This is an introductory course that develops the learners' understanding of basic sales techniques and the role of selling in the distribution process. The course also covers persuasion techniques, importance of listening, and the development of professional sales ethics.

B. COURSE EFFECTIVE DATES: 03/13/1998 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Explore careers in selling and develop a personal selling philosophy.
2. Explain the importance of creating a trusting relationship with a buyer.
3. Understand the buying process and buyer motivation.
4. Determine customer needs with a consultative questioning strategy.
5. Describe products in terms meaningful to the customer.
6. Describe various closing methods.
7. Understand common objections and how to overcome them.
8. Understand the importance of service after the sale.
9. Conduct the steps of the sales process through a simulated sales presentation.

D. LEARNING OUTCOMES (General)

1. The learner will understand the selling process.
2. The learner will understand consumer behavior.
3. The learner will demonstrate the selling process through a sales simulation.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted