Alexandria Technical and Community College

MKTG 1530: Counselor Selling

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 advanced sales course with emphasis on the fact that people do things for their reasons and is a concentration on people knowledge rather than product knowledge. This course provides a road map to understanding the processes, concepts, and skills needed by a salesperson to overcome the key problems of buying and selling. Learners become more consciously competent in the behavioral sciences as well as gaining skills in dealing with all kinds of people using empathy and a win-win philosophy.

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

C. OUTLINE OF MAJOR CONTENT AREAS
   1. Learn importance of developing trust with a customer in a business to business sales situation.
   2. Participate in various methods used for demonstrating credibility and empathy with a customer.
   3. Describe various questioning methods.
   4. Learn effective listening skills.
   5. Study buyer communication preferences.
   6. Understand task and personal motives and their importance in the sales relationship.
   7. Identify the solution ± advantage±benefit in customer offerings.
   8. Develop closing skills.
   9. Describe, prepare, and participate in a role-play situation to demonstrate understanding of the Counselor Sales process.

D. LEARNING OUTCOMES (General)
   1. The learner will demonstrate understanding of the relating process.
   2. The learner will demonstrate understanding of the discovery process.
   3. The learner will demonstrate understanding of the advocating process.
   4. The learner will perform a mock sales presentation to actual business buyer/owner.

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

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted