Alexandria Technical and Community College

IDES 1620: Interior Design Sales

A. COURSE DESCRIPTION

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

This is a sales course with emphasis on the interior design industry. From lifestyle to image, the design student needs to identify what will make the client move forward in their buying decisions. This course will help the student develop the vocabulary and confidence to sell their expertise. Learners will discover the importance of value in the selling process.

B. COURSE EFFECTIVE DATES: 08/25/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Qualifying prospective clients.
2. Building confidence to interact with the consumer.
3. Honing listening and questioning skills.
4. Understanding the principle of suggestion.
5. Learning the value of relationship.
6. Developing closing skills.

D. LEARNING OUTCOMES (General)

1. The learner will demonstrate their ability to approach, communicate, and identify the needs of the client.
2. The learner will be able to build rapport and use various techniques to close the sale.
3. The learner will develop professional and personal systems to ensure client confidence.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted