RESL 1212: Introduction to Sales

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 the role of sales in the economy, the importance of a positive sales attitude, the importance of communication skills, the basic steps of a sale, and how a salesperson is viewed as a representative of a specific company. (Prerequisite: None) (2 credits: 2 lecture/0 lab)

B. COURSE EFFECTIVE DATES: 04/27/1998 - Present

C. OUTLINE OF MAJOR CONTENT AREAS
D. LEARNING OUTCOMES (General)
   1. Define sales
   2. Describe positive selling attitude
   3. Describe negative selling attitude
   4. Describe personal/corporate image
   5. Identify customer personality styles
   6. Explain tangible/intangible sales
   7. Describe consultative selling
   8. Describe negotiative selling
   9. Identify prospecting sources
  10. Make prospect list
  11. Prepare sales pre-approach
  12. Describe customer/product
  13. Describe customer approach techniques
  14. Apply customer approach
  15. Apply listening techniques
  16. Apply empathy techniques
  17. Create problem-solving climate
  18. Describe questioning techniques
  19. Apply questioning techniques
  20. Identify customer needs/wants/motives
  21. Define feature/benefit/advantage selling
  22. Identify customer-buying signals
  23. Apply overcoming objection techniques
  24. Apply suggestive sell techniques
  25. Explain trial close
  26. Apply trial close
  27. Describe sale closing techniques
  28. Apply sale closing techniques
  29. Complete sale forms
  30. Describe follow-up techniques
  31. Apply follow-up techniques
  32. Solve customer complaints
  33. Define customer service
  34. Plan sales presentation
  35. Perform sales presentation

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

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted