

Minnesota State College Southeast

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