

Minnesota State College Southeast

RESL 1217: Principles of Telemarketing

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 telemarketing business-to-business applications, locating business opportunities, maintaining customer files, utilizing sales language/tempo, planning revenue calls, closing and evaluating calls. Students will practice telemarketing sales skills as part of class work. (Prerequisite: None) (2 credits: 2 lecture/0 lab)

B. COURSE EFFECTIVE DATES: 04/29/1998 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Define telemarketing terms
2. Define telemanagement
3. Define telesales
4. Describe telemarketing applications
5. Define inbound/outbound calls
6. Define telemarketing objectives
7. Demonstrate professionalism
8. Identify closing signals
9. Compare revenue/non-revenue calls
10. Plan revenue/non-revenue calls
11. Utilize listening skills
12. Use creative verbal visualization
13. Acquire product knowledge
14. Locate future business opportunities
15. Compare sales costs
16. Calculate call ratios
17. Utilize software applications
18. Assess customer's potential needs
19. Perform call procedural steps
20. Develop script
21. Plan call schedule
22. Confirm customer data/delivery information
23. Maintain customer files/records
24. Utilize interest-creating statements
25. Identify decision-maker
26. Identify telemarketing customer
27. Use telephone language
28. Present product information
29. Use questioning techniques
30. Paraphrase customer statements
31. Clarify objections/objectives
32. Use minor agreements
33. Close calls
34. Critique call process

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted