

Minnesota State College Southeast

RESL 1220: Applied Sales

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: *.*

Lab Hours/Week: 6

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course focuses on practical application of communication skills as they apply to selling. Primary attention is given to customer prospecting, utilization of information and skills to appeal to customer needs, completing the sale, and follow up and review. Significant time is spent planning, delivering and critiquing sales presentation. (Prerequisite: Instructor Approval) (3 credits: 0 lecture/3 lab)

B. COURSE EFFECTIVE DATES: 09/28/1998 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Identify customers
2. Examine networking importance
3. Utilize decision-making process
4. Analyze customer's buying criteria
5. Analyze internal/external situational conditions
6. Prepare sales objectives
7. Prepare sales presentation strategy
8. Apply sales language techniques
9. Demonstrate interpersonal skills
10. Categorize customers' needs/wants/motives
11. Assess customers' needs/wants/motives
12. Utilize questioning skills
13. Utilize listening skills
14. Address customer objections/questions
15. Prepare product statistical facts/figures
16. Prepare product features benefits/advantages
17. Utilize personal/task/benefit appeals
18. Demonstrate negotiation techniques
19. Demonstrate consultative techniques
20. Apply visualization techniques
21. Use visual aids
22. Utilize analogies/indirect phrasing
23. Utilize objection clarification skills
24. Utilize reassuring statements
25. Develop customer involvement
26. Show additional product usage
27. Describe closing techniques
28. Demonstrate trial close techniques
29. Demonstrate closing techniques
30. Demonstrate sales reinforcement techniques
31. Prepare sales forms
32. Develop referral list
33. Critique sales presentation
34. Identify presentation weakness
35. Develop account service/follow-up
36. Examine company policy/procedures
37. Adjust to prospect personality styles
38. Apply suggestive selling techniques
39. Correct presentation weakness
40. Define qualifying prospect
41. Demonstrate customer approach
42. Demonstrate customer oriented selling
43. Describe features/benefits
44. Demonstrate positive selling image

45. Describe prospecting methods
46. Use listening skills
47. Use objection clarification skills
48. Use objection-handling methods

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted