

# Minnesota State College Southeast

## RESL 1213: Introduction to Sales

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

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) (3 credits: 3 lecture/0 lab)

**B. COURSE EFFECTIVE DATES:** 01/30/2013 - Present

**C. OUTLINE OF MAJOR CONTENT AREAS**

#### **D. LEARNING OUTCOMES (General)**

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

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

None

#### **F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

#### **G. SPECIAL INFORMATION**

None noted