

Dakota County Technical College

SMGT 2415: Advanced Sales Strategies

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course focuses on factors influencing customer relationship strategies. Key topics include self-image, nonverbal communications and ethics as foundations for relationships in selling. The student will examine the important role of complete and accurate product, company and competitive knowledge in personal selling as they develop product strategy. Developing a customer strategy includes social influences, perception, emotional and rational buying behavior. Opportunities will be provided for students to plan, deliver, and critique actual sales presentations. The student will learn the steps of a sales demonstration and negotiating buyer resistance.

B. COURSE EFFECTIVE DATES: 01/07/2002 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

None

D. LEARNING OUTCOMES (General)

None

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted