

# Dakota County Technical College

## MKTC 1100: Fundamentals of Sales

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Introduction of the basic principles and applications of the sales process as they may apply to industrial, wholesale and retail selling situations. This would include prospecting and qualifying, planning and pre-approaching, approaching the customer, the sales presentation/demonstration, handling objections, closing the sale and post-sale service and follow-up with customer. DUAL NUMBERED WITH IDES2310.

Prerequisistes: None

**B. COURSE EFFECTIVE DATES:** 06/03/2002 - Present

**C. OUTLINE OF MAJOR CONTENT AREAS**

**D. LEARNING OUTCOMES (General)**

1. assess personal self-image
2. conduct "cold calls"
3. conduct a sales presentation
4. define sales
5. discuss how to use technology for the sales experience
6. discuss qualifying customers
7. establish a sales plan
8. establish sales goals
9. evaluate appropriate attire
10. evaluate competition
11. evaluate your presentation style
12. explain components of the sales process
13. explain importance of first impressions
14. explain sales strategies
15. explain social elements of sales
16. explain techniques to approach the customer
17. explain technology which can enhance the sales process
18. explain the steps in the pre-approach stage
19. explain use of visual aids in presentations
20. identify an image
21. identify customer buying signals
22. identify customer profile
23. identify different communication styles among buyers
24. identify prospecting sources
25. identify time management in sales
26. identify your product/service strengths
27. make a prospect list
28. plan for a sales presentation
29. prepare a basic sales brochure
30. prepare contact file information
31. prepare for a product demonstration
32. prepare for a sales call
33. read non-verbal feedback
34. research product/service facts
35. solve customer complaints
36. describe sales ethics
37. develop record keeping process
38. establish product/service pricing
39. evaluate differing economic conditions
40. explain "target market"
41. explain CRM (Customer Relationship Management) software and demonstrate it
42. explain communication process with marketing, production and management
43. explain importance of "service after the sale"
44. explain the role of persistence in sales

45. handling initial rejection during sales
46. listen attentively
47. respond to customer complaints
48. use the various questioning techniques

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

None

**F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

**G. SPECIAL INFORMATION**

None noted