

Dakota County Technical College

ENTR 1750: Sales Techniques II

A. COURSE DESCRIPTION

Credits: 2

Lecture Hours/Week: 2

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

The student will learn the importance of developing a CAP (Customer Acquisition Plan) for his or her own business and will create a CAP plan that can be implemented immediately. The student will learn how to negotiate and will be able to practice negotiation skills and techniques in a safe environment. The student will learn the importance of a "win/win" negotiation and will learn the consequences when one party wins, and the other party loses. The student will be required to work on a negotiation team, and the team will be part of a negotiation role play.

B. COURSE EFFECTIVE DATES: 09/30/2010 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. define a CAP (Customer Acquisition Plan)
2. define a concession
3. define a win/win negotiation
4. develop a weekly CAP for the students own business
5. identify multiple ways for a business to acquire customers
6. identify negative negotiating styles
7. identify situations where the student might require negotiation skills
8. identify your own personal negotiating style
9. learn how to be part of a negotiating team
10. learn negotiating "tricks" and how to deal with them
11. learn the importance of an initial offer and how to make one
12. learn the importance of research and information gathering in negotiating
13. learn what a negotiation is
14. learn when to concede and when to hold your ground
15. practice negotiating in a safe setting
16. understand the importance of deadlines in negotiation
17. understand the importance of making a CAP a habit

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted