

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 - 06/30/2016

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