

Dakota County Technical College

ENTR 1725: Sales Techniques I

A. COURSE DESCRIPTION

Credits: 2

Lecture Hours/Week: 2

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course is ideal for the new business owner especially if they have never sold before. The entire sales process is clearly defined and broken down into seven steps that lead the student through all aspects of sales. Each student learns how to sell his or her own product or service and is given ample opportunity to practice selling his or her own products and services in a safe setting. In addition to learning how to sell, the student will also learn why customers buy and the six decisions a buyer makes before the sales actually closes. The student will be exposed to many actual selling situations and will learn how to identify such things as positive buying signals, negative buying signals, when to attempt a trial close, when to close, and what type of questions to ask at the appropriate time.

B. COURSE EFFECTIVE DATES: 09/30/2010 - 06/30/2016

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Learn how to overcome the "I want to think it over" objection
2. define and explain the seven simple steps to selling success
3. develop a plan for acquiring target customers
4. develop a strategy for dealing with the "your price is too high" objection
5. develop techniques for becoming a sales expert
6. identify the target customer for your product or service
7. learn how to ask for referrals
8. learn how to ask questions
9. learn how to close
10. learn how to listen
11. learn how to overcome sales objections
12. learn how to present solutions to customers needs
13. learn the best questions to ask for the students own products or services
14. learn the importance of a trial close and when to use it
15. learn the importance of customer follow up after the sale
16. understand the difference between high involvement products and services and low involvement products and services and low involvement products and services
17. understand the difference between sales obstacles and sales objections
18. understand the importance of establishing your credibility at the beginning of the sales process
19. understand the importance of product knowledge
20. understand the six decisions a buyer makes before a high involvement purchase can be made
21. understand why customers buy

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted