

# Dakota County Technical College

## SMGT 1171: Strategies for Sales and Closing Success

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Vendor-Client relationships built on collaboration and mutual reward are the secret success strategy of today's hospitality market. The consumptive sales techniques of yesterday have no traction today. Today's customer is more trained, and technology has maximized their ability to both research and communicate. Litigation has increased. New APEX/ASTM Green Standards will soon require another layer of relationship accompanied by transparent documentation. Effective Vendor-Client relationships begin at first contact, continue through "close", and evolve into the post-sale relationship that multiplies sales. New or experienced sales professionals will benefit from hands-on case studies and simulations that address sales and closing strategies from both Vendor and Client perspectives. The exploration of both perspectives is especially appropriate in today's fluid marketplace in which most professionals will be both Vendor and Client during their career.

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

### C. OUTLINE OF MAJOR CONTENT AREAS

### D. LEARNING OUTCOMES (General)

1. address the sales cycle from first visit to retention planning and action
2. explore marketing and communication techniques
3. explore methods of qualifying prospective clients to ensure targeted sales efforts
4. identify factors important to decision-making for individual markets
5. study advertising strategies

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

None

### F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

### G. SPECIAL INFORMATION

None noted