South Central College

MKT 1800 Introduction to Sales
MKT1800_cco_2013

Course Information

Description: This course serves as a foundation for future sales courses. The instructional approach combines both traditional and innovative presentations of course content that is dependent upon student involvement. The content covers the role of sales, steps of the selling process, the importance of communication skills and a positive attitude. In addition, special attention is devoted throughout the course on how the salesperson is viewed as an ambassador for the company that they represent.

Instructional Level: 521401
Total Credits: 3.00
Total Hours: 48.00

Course Competencies

1. Describe the evolution of partnering and discuss how it relates to the quality improvement process
2. Define strategic selling and name the four broad strategic areas in the strategic/consultative selling model
3. Describe the evolution of consultative selling from the marketing era to the present
4. Define personal selling and discuss personal selling as an extension of the marketing concept
5. Describe the contributions of personal selling to the information economy
6. Describe how personal selling skills contribute to work performed by knowledge workers
7. Discuss the rewarding aspects of personal selling careers
8. Describe the opportunities for women and minorities in the field of personal selling
9. Discuss the characteristics of selling positions in four major employment settings: service, retailing, wholesaling and manufacturing
10. Identify the four major sources of sales training
11. Explain the importance of developing a relationship strategy
12. Define partnering and describe the partnership relationship
13. List the four key group with which the salesperson needs to develop relationship strategies

MKT1800_cco_2013 - Page 1 of 4
Tuesday, September 25, 2012 12:02 PM
Discuss how self image forms the foundation for building long-term selling relationships
Describe the importance of a double-win relationship
Analyze the major nonverbal factors that shape sales image
Describe conversational strategies that help establish relationships
Explain how to establish a self-improvement plan based on personal development strategies
Discuss the influence of ethical decisions on relationships in selling
Describe the factors that influence the ethical conduct of sales personnel
Compare legal versus ethical standards
Explain how role models influence the ethical conduct of sales personnel
Discuss the influence of company policies and practices on the ethical conduct of salespeople
Explain how values influence behavior
Discuss guidelines for developing a personal code of ethics
Explain the importance of developing a product strategy
Describe product configuration
Identify reasons why salespeople and customers benefit from thorough product knowledge
Discuss the most important kinds product and company information that salespeople use in creating product solutions
Describe how knowledge of competition improves personal selling
List major sources of product information
Explain the difference between product features and buyer benefits
Demonstrate how to translate product features into buyer benefits
Describe positioning as a product-selling strategy
Discuss product differentiation in personal selling
Explain how customers redefine products
Describe how to position products at various stages of the product life cycle
Explain how to position products with a price strategy
Explain how to position a product with a value-added strategy
Describe the four dimensions of the total product
Discuss the meaning of a customer strategy
Appreciate the complex nature of customer behavior
Discuss the social and psychological influences that shape customer buying decisions
Discuss the power of perception in shaping buyer behavior
Distinguish between patronage and product buying motives
Explain theories on how customers arrive at buying decisions
Describe ways to discover individual customer buying motives
Discuss the importance of developing a prospect base
Identify important sources of prospects
50 Describe criteria for qualifying prospects
51 Explain common methods of organizing prospect information
52 Name characteristics that are important to learn about customers as individuals and business representatives
53 Describe the steps in developing a prospecting and sales forecasting plan
54 Describe three prescriptions that are included in a presentation strategy
55 Describe the role of objectives in developing presale presentation plans
56 Discuss the basic steps of preapproach
57 Explain the merits of a planned presentation
58 Describe the nature of team versus one-person presentation strategies
59 Explain the purpose of informative, persuasive, and reminder presentations
60 Describe the six main parts of a presentation plan
61 Explain how to effectively approach customers
62 Describe five ways to convert prospect's attention to interest
63 Describe the characteristics of a consultative sales approach
64 Explain how to determine the prospect's needs
65 Discuss the use of questions to determine needs
66 Select products that match customer needs
67 List three types of need-satisfaction presentation strategies
68 Present general guidelines for developing effective presentations
69 Discuss the advantages of a sales demonstration
70 Explain guidelines to be followed when planning a sales demonstration
71 Complete a demonstration worksheet
72 Develop selling tools that can strengthen sales presentations
73 Discuss how to use audiovisual presentations effectively
74 Describe common types of buyer concerns
75 Outline strategies for negotiating buyer concerns
76 Discuss methods of negotiating buyer concerns
77 Describe ways to deal effectively with buyers trained in negotiation
78 Describe the proper attitude to display toward closing the sale
79 List guidelines for closing the sale
80 Explain how to recognize closing cues
81 Discuss selected methods of closing the sale
82 Explain what to do when the buyer says yes and what to do when the buyer says no

SCC Accessibility Statement
If you have a disability and need accommodations to participate in the course activities, please contact your instructor as soon as possible. This information will be made available in an alternative format, such as Braille,
large print, or cassette tape, upon request. If you wish to contact the college ADA Coordinator, call that office at 507-389-7222.

Disabilities page http://southcentral.edu/academic-policies/disability-rights.html