



South Central College

## MKT 1800 Introduction to Sales

### Course Outcome Summary

#### Course Information

<b>Description</b>	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.
<b>Total Credits</b>	3
<b>Total Hours</b>	48

#### Types of Instruction

Instruction Type	Credits/Hours
Lecture	3

#### Institutional Core Competencies

Communication - Students will be able to demonstrate appropriate and effective interactions with others to achieve their personal, academic, and professional objectives.

#### Course Competencies

##### 1. Embrace Personal Selling & the Marketing Concept

###### Learning Objectives

- Describe the contributions of personal selling to the information economy Learning Objective.
- Define strategic selling and name the four broad strategic areas in the strategic/consultative selling model.
- Describe the evolution of consultative selling from the marketing era to the present.
- Define personal selling and discuss personal selling as an extension of the marketing concept.
- Describe the evolution of partnering and value-added selling and discuss how it relates to long-term profitability.

##### 2. Examine Personal Selling Opportunities in the Information Age

###### Learning Objectives

- Describe how personal selling skills contribute to work performed by knowledge workers.
- Discuss the rewarding aspects of personal selling careers.
- Describe the opportunities for women and minorities in the field of personal selling.
- Discuss the characteristics of selling positions in four major employment settings: service, retailing, wholesaling and manufacturing.
- Identify the four major sources of sales training.

### **3. Analyze Value Creation through Relationship Strategies**

#### **Learning Objectives**

Explain the importance of developing a relationship strategy.  
Define partnering and describe the partnership relationship.  
List the four key group with which the salesperson needs to develop relationship strategies.  
Discuss how self image forms the foundation for building long-term selling relationships.  
Analyze the major nonverbal factors that shape sales image.  
Describe conversational strategies that help establish relationships.

### **4. Embrace Ethical concerns in Selling**

#### **Learning Objectives**

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.

### **5. Create Product Solutions**

#### **Learning Objectives**

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.  
List major sources of product information.  
Explain the difference between product features and buyer benefits.  
Explain the importance of developing a product strategy.  
List major sources of product information.  
Demonstrate how to translate product features into buyer benefits.

### **6. Develop Product Selling Strategies**

#### **Learning Objectives**

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.

### **7. Study Buyer Behavior**

#### **Learning Objectives**

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.  
Write questions to ask buyers based on various buyer profiles.

### **8. Analyze Developing a Prospect Base**

#### **Learning Objectives**

Discuss the importance of developing a prospect base.  
Identify important sources of prospects.  
Describe criteria for qualifying prospects.  
Explain common methods of organizing prospect information.  
Name characteristics that are important to learn about customers as individuals and business representatives.

Describe the steps in developing a prospecting and sales forecasting plan.

## **9. Approaching Customers**

### **Learning Objectives**

Describe the role of objectives in developing presale presentation plans.  
Explain the merits of a planned presentation.  
Describe the main parts of a presentation plan.  
Explain how to effectively approach customers.

## **10. Present Consultative Sales Presentations**

### **Learning Objectives**

Describe the characteristics of a consultative sales approach.  
Explain how to determine the prospect's needs.  
Discuss the use of questions to determine needs.  
Select products that match customer needs.  
Present general guidelines for developing effective presentations.  
Conduct sales presentations.  
Judge sales presentations performed by other students.

## **11. Custom Fitting the Sales Demonstration**

### **Learning Objectives**

Discuss the advantages of a sales demonstration.  
Explain guidelines to be followed when planning a sales demonstration.  
Complete a demonstration worksheet.  
Develop selling tools that can strengthen sales presentations.  
Discuss how to use audiovisual presentations effectively.

## **12. Negotiate Buyer Concerns**

### **Learning Objectives**

Describe common types of buyer concerns.  
Outline strategies for negotiating buyer concerns.  
Discuss methods of negotiating buyer concerns.  
Describe ways to deal effectively with buyers trained in negotiation.  
Practice negotiation of price and delivery options.

## **13. Perform Sales Close**

### **Learning Objectives**

Describe the proper attitude to display toward closing the sale.  
Practice closing the sale.  
Explain how to recognize closing cues.  
Discuss selected methods of closing the sale.  
Explain what to do when the buyer says yes and what to do when the buyer objects (i.e. says "no").

## **SCC Accessibility Statement**

South Central College strives to make all learning experiences as accessible as possible. If you have a disability and need accommodations for access to this class, contact the Academic Support Center to request and discuss accommodations. North Mankato: Room B-132, (507) 389-7222; Faribault: Room A-116, (507) 332-7222.

Additional information and forms can be found at: [www.southcentral.edu/disability](http://www.southcentral.edu/disability)

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