A. Course Description
   - Credits: 3.00
   - Lecture Hours/Week: 3.00
   - Lab Hours/Week: 0.00
   - OJT Hours/Week: 0
   - Prerequisites: None
   - Corequisites: None
   - MnTC Goals: None

   Introduction of the basic principles and applications of the sales process as they may apply to industrial, wholesale and retail selling situations. This would include prospecting and qualifying, planning and pre-approaching, approaching the customer, the sales presentation/demonstration, handling objections, closing the sale and post-sale service and follow-up with customer. DUAL NUMBERED WITH IDES2310. Prerequisites: None

B. Course Effective Dates: 6/3/02 – Present

C. Outline of Major Content Areas
   - As noted on course syllabus

D. Learning Outcomes
   1. assess personal self-image
   2. conduct "cold calls"
   3. conduct a sales presentation
   4. define sales
   5. describe sales ethics
   6. develop record keeping process
   7. discuss how to use technology for the sales experience
   8. discuss qualifying customers
   9. establish a sales plan
10. establish product/service pricing
11. establish sales goals
12. evaluate appropriate attire
13. evaluate competition
14. evaluate differing economic conditions
15. evaluate your presentation style
16. explain "target market"
17. explain CRM (Customer Relationship Management) software and demonstrate it
18. explain communication process with marketing, production and management
19. explain components of the sales process
20. explain importance of "service after the sale"
21. explain importance of first impressions
22. explain sales strategies
23. explain social elements of sales
24. explain techniques to approach the customer
25. explain technology which can enhance the sales process
26. explain the role of persistence in sales
27. explain the steps in the pre-approach stage
28. explain use of visual aids in presentations
29. handling initial rejection during sales
30. identify an image
31. identify customer buying signals
32. identify customer profile
33. identify different communication styles among buyers
34. identify prospecting sources
35. identify time management in sales
36. identify your product/service strengths
37. listen attentively
38. make a prospect list
39. plan for a sales presentation
40. prepare a basic sales brochure
41. prepare contact file information
42. prepare for a product demonstration
43. prepare for a sales call
44. read non-verbal feedback
45. research product/service facts
46. respond to customer complaints
47. solve customer complaints
48. use the various questioning techniques

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

F. Learner Outcomes Assessment
   As noted on course syllabus
G. Special Information
   None noted