



SELLING & NEGOTIATING FOR SMALL BUSINESS OWNERS — ENTR 1760

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

Your success as a business owner is directly related to your ability to sell yourself, your company, and your products or services. 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 how to negotiate and will be able to practice negotiating skills in a safe environment. The student will learn the importance of a "win/win" negotiation and learn the consequences when one party wins and the other party loses. The student will be part of a negotiation team and the team will be part of a negotiation role play.

B. Course Effective Dates: 8/22/16 – Present

C. Outline of Major Content Areas

As noted on course syllabus

D. Learning Outcomes

1. Define a concession
2. Define a win/win negotiation
3. Define and explain the seven simple steps to selling success
4. Develop a CAP (Customer Acquisition Plan) for acquiring new target customers
5. Develop a strategy for dealing with the "your price is too high" objection and other common sales objections
6. Develop techniques for becoming an "expert" in your industry
7. Identify situations where the student might have to negotiate
8. Identify your personal negotiating style
9. Learn how to ask questions

10. Learn how to be part of a negotiating team
11. Learn how to close
12. Learn how to listen
13. Learn how to overcome sales objections
14. Learn how to present solutions and prices for maximum impact
15. Learn negotiating "tricks" and how to deal with them
16. Learn the best questions to ask for the students own products or services
17. Learn the importance of a trial close and when to use it.
18. Learn the importance of customer follow up after the sale
19. Learn the importance of gathering information before you negotiate
20. Learn the importance of the initial offer
21. Learn value of asking for "proof" after the sale
22. Practice negotiating in a safe setting
23. Understand the importance of establishing your credibility at the beginning of the sales process

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

F. Learner Outcomes Assessment

As noted on course syllabus

G. Special Information

None noted