



Western Technical College

10102127 Customer Growth Strategies

Course Outcome Summary

Course Information

Description	Students will explore building and maintaining relationships with customers including communication and promotion strategies for sales growth and bottom line development. Leaders will develop motivational techniques. Internal and external stakeholders will be considered.
Career Cluster	Business Management and Administration
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	54

Textbooks

No textbook required.

Success Abilities

1. Cultivate Passion: Enhance Personal Connections
2. Cultivate Passion: Expand a Growth-Mindset
3. Cultivate Passion: Increase Self-Awareness
4. Live Responsibly: Develop Resilience
5. Live Responsibly: Embrace Sustainability
6. Live Responsibly: Foster Accountability
7. Refine Professionalism: Act Ethically
8. Refine Professionalism: Improve Critical Thinking
9. Refine Professionalism: Participate Collaboratively
10. Refine Professionalism: Practice Effective Communication

Experiential Learning

1. Community Based Learning Project

Program Outcomes

1. Organize resources to achieve the goals of an organization.
2. Model customer service principles for a business.

Course Competencies

1. Demonstrate knowledge of how to prospect customers.

Assessment Strategies

- 1.1. Experiential/Service Learning Performance
- 1.2. Written Product

Criteria

You will know you are successful when:

- 1.1. you describes methods to generate leads
- 1.2. you outline an appropriate target market
- 1.3. you identify the research web and directory resources used
- 1.4. you determine realistic criteria

Learning Objectives

- 1.a. Define prospecting.
- 1.b. understand the difference between a lead and a prospect.
- 1.c. Examine Tools to prospect.

2. Determine strategies to build and maintain relationships with customers.

Assessment Strategies

- 2.1. Written Product

Criteria

You will know you are successful when:

- 2.1. you describe customer service.
- 2.2. you explain customer service techniques applied to service learning project.

Learning Objectives

- 2.a. Explore internal customers.
- 2.b. Acquire a list of customer's needs
- 2.c. Explore external customers.
- 2.d. Apply customer service techniques.

3. Explore technology to better serve customers.

Assessment Strategies

- 3.1. Written Product

Criteria

You will know you are successful when:

- 3.1. you indicate how the tools help with selling.
- 3.2. you list 4 ways the tool is used to better serve customers.
- 3.3. you apply technology knowledge to achieve desired results.

Learning Objectives

- 3.a. Examine customer relations management (CRM) tool.
- 3.b. Compare relationship of tool to profit, revenue and expenses.
- 3.c. Examine how various software, hardware, programs, and technology enhanced tools are used to serve customers.

4. Explore the selling process.

Assessment Strategies

4.1. Written Product

Criteria

You will know you are successful when:

- 4.1. you identify four factors in promoting a product or service.
- 4.2. you explain the importance of trust in the selling process.
- 4.3. you explain the components of relationship selling.
- 4.4. you compare and contrast the roles and responsibilities of internal stakeholders' impact on the selling process.

Learning Objectives

- 4.a. Compare how the roles and responsibilities of internal stakeholders impact the selling process.
- 4.b. Examine relationship selling.
- 4.c. Explain the importance of trust in the selling process.
- 4.d. Identify factors that affect promoting a product or service.

5. Apply different business communication strategies.

Assessment Strategies

5.1. Written Product

5.2. Presentation

Criteria

You will know you are successful when:

- 5.1. you explain the benefits of the product or service.
- 5.2. you explain how behavioral styles impact sales.
- 5.3. you organize ideas and communicate messages appropriate to listeners and situations.

Learning Objectives

- 5.a. Demonstrate how to show product/service benefit.
- 5.b. Explore behavioral styles and their roles in sales.
- 5.c. Convey information to clients through a variety of means including oral presentation, written presentation, written communication.

6. Investigate ethical sales practices.

Assessment Strategies

6.1. Demonstration

6.2. Presentation

Criteria

You will know you are successful when:

- 6.1. you accurately represent product/service
- 6.2. you identify prospects value
- 6.3. you respect buyer concerns.

Learning Objectives

- 6.a. Describe the ethical selling practice.
- 6.b. Determine how and where ethical selling standards have been adapted.
- 6.c. Explain the effects of ethics regarding the selling practice.
- 6.d. Role play ethical selling and buying situations.

7. Examine Psychology of seller and buyer behaviors.

Assessment Strategies

7.1. Written Product

Criteria

You will know you are successful when:

- 7.1. you list 2 buyer motivation theories in written product
- 7.2. you explain how the theory relates to the buyers motivation.
- 7.3. you differentiate between motives for buying products or services
- 7.4. you discuss motivations and influencers for the different types of purchases.
- 7.5. you explain the impact of different influencers on the buying process.

Learning Objectives

- 7.a. Explain the different theories of buyer motivation.
- 7.b. Identify buyer motivation theories.
- 7.c. Examine the decision making process customers use when buying products.
- 7.d. examine the decision making process customers use when selecting a business.
- 7.e. Classify the different types of purchases and how they impact shopping behavior.

8. Participate in Service Learning Project.

Assessment Strategies

- 8.1. Community Based Learning Experience
- 8.2. Reflection

Criteria

You will know you are successful when:

- 8.1. you are an active participant of a team.
- 8.2. you assist an organization in achieving its goals.
- 8.3. you demonstrate critical thinking skills by converting a sales proposal to a solicitation instrument.
- 8.4. you demonstrate the skills of selling in a real world environment.
- 8.5. you gain insight into the operations of a component of a community agency.

Learning Objectives

- 8.a. Develop a sales proposal to promote a goal presented by the instructor or client.
- 8.b. Demonstrate original research as a team on the topic presented by the instructor or client.
- 8.c. Connect course content and the service learning experience.
- 8.d. Practice skills and test classroom knowledge through related service experiences in the local community.
- 8.e. Provide assistance to community agencies and to the people served by the agencies.

9. Facilitate team meetings.

Assessment Strategies

- 9.1. Meeting agenda
- 9.2. Meeting minutes
- 9.3. Written Product

Criteria

You will know you are successful when

- 9.1. you summarize the responsibilities of a team leader, facilitator, recorder, timekeeper, and team member/participant.
- 9.2. you summarize the stages of team operation (forming, storming, norming, performing).
- 9.3. you describe strategies to manage team behaviors.
- 9.4. you create an agenda for a meeting.
- 9.5. you conduct a meeting (through role-play or scenario).
- 9.6. you record meeting minutes.

Learning Objectives

- 9.a. Demonstrate the role and responsibilities of the leader, facilitator, recorder, and other potential positions as a member of a team.
- 9.b. Demonstrate the planning and organizing of a meeting.
- 9.c. Organize meeting content.
- 9.d. Identify different personality behaviors found in team members and formulate strategies for managing behaviors.
- 9.e. Identify progression of teams through the stages of team operation.