



Western Technical College

10104119 Selling Principles

Course Outcome Summary

Course Information

Description	Selling is a part of a firm's marketing activity and is a professional business process. Topics included are identification of sales prospects, determination of client needs, after-sales customer support, legal and ethical obligations of sales professionals, development of oral and written communications for selling, analysis of organizational structure, and making a sales presentation.
Career Cluster	Business Management and Administration
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	54

Textbooks

Sell 6: Student Edition with MindTap. 6th Edition. Copyright 2020. Ingram, Thomas N., Raymond W. LaForge, and Ramon A. Avila. Publisher: Cengage Learning. **ISBN-13:** 978-1-337-40800-4. Required.

Success Abilities

1. Cultivate Passion: Enhance Personal Connections
2. Cultivate Passion: Expand a Growth-Mindset
3. Cultivate Passion: Increase Self-Awareness
4. Refine Professionalism: Act Ethically
5. Refine Professionalism: Improve Critical Thinking
6. Refine Professionalism: Practice Effective Communication

Program Outcomes

1. Develop strategies to anticipate and satisfy market needs.
2. Promote products, services, images, and/or ideas to achieve a desired outcome.
3. Prepare selling strategies.

Course Competencies

1. Investigate selling as a professional career.

Assessment Strategies

- 1.1. Interview
- 1.2. Written Product

Criteria

You will know you are successful when

- 1.1. you conduct an interview with a professional sales person.
- 1.2. you identify potential challenges and opportunities of a career in sales.
- 1.3. you describe the sales person's business and product.
- 1.4. you summarize learning in a brief (2-5 minute) oral presentation.

Learning Objectives

- 1.a. Explore the varying careers related to professional selling.
- 1.b. Identify the traits and skills necessary to become a selling professional.
- 1.c. Describe the variety of work environments for sales people.
- 1.d. Outline common challenges of sales careers.
- 1.e. Outline common advantages of sales careers.

2. Demonstrate relationship selling techniques.

Assessment Strategies

- 2.1. Presentation
- 2.2. Performance

Criteria

You will know you are successful when

- 2.1. you respond to buyer's business concerns.
- 2.2. you address buyer objections.
- 2.3. you propose a solution that addresses buyer need.

Learning Objectives

- 2.a. Compare and contrast the relationship selling model vs. the traditional model
- 2.b. List the key attributes of relationship selling
- 2.c. Conduct a selling presentation for B2B sales

3. Examine the psychology of seller and buyer behavior.

Assessment Strategies

- 3.1. Drawing/Illustration

Criteria

You will know you are successful when

- 3.1. you map 6-8 psychological factors that can impact a sales meeting.
- 3.2. you differentiate between seller and buyer behavioral cues.
- 3.3. you outline the possible impact of seller and buyer behavior.
- 3.4. you represent ideas with visual appeal.

Learning Objectives

- 3.a. Describe the various buyer motives
- 3.b. Identify the steps in the consumer decision making cycle
- 3.c. Develop strategies to use in the selling cycle that reflect buyer psychology
- 3.d. Develop strategies to use in the selling cycle that reflect buyer personality

- 3.e. Understand the components of the communication process
- 3.f. Develop a communications strategy using verbal and non-verbal communication

4. Identify ethical selling techniques.

Assessment Strategies

- 4.1. Demonstration
- 4.2. Presentation

Criteria

You will know you are successful when

- 4.1. you respond to objections with honesty.
- 4.2. you accurately represent product and/or service.
- 4.3. you identify prospects values.
- 4.4. you respect buyer concerns.

Learning Objectives

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

5. Practice the process of prospecting.

Assessment Strategies

- 5.1. Written Product

Criteria

You will know you are successful when

- 5.1. you describe methods to generate leads.
- 5.2. you outline an appropriate target market.
- 5.3. you identify web and directory resources.
- 5.4. you determine realistic criteria.

Learning Objectives

- 5.a. Describe the importance of prospecting
- 5.b. List the components of the prospecting pool
- 5.c. Explain the varying contact strategies
- 5.d. Construct a phone script
- 5.e. Use a phone script to contact and set up a meeting with potential prospect

6. Conduct a needs assessment.

Assessment Strategies

- 6.1. Performance

Criteria

You will know you are successful when

- 6.1. you use an effective opening question.
- 6.2. you apply active listening techniques.
- 6.3. you dress in a professional manner.
- 6.4. you use spin questioning techniques.
- 6.5. you adjust to meet buyer objections.

Learning Objectives

- 6.a. Explain the different types of questions that can be asked to determine prospect/client wants and needs
- 6.b. Role play using the 4 main question categories
- 6.c. Conduct a selling presentation asking different levels of questions
- 6.d. Explain the importance of listening
- 6.e. List the various strategies to improve listening

7. Construct a sales proposal that meets the prospects needs.

Assessment Strategies

- 7.1. Written Product
- 7.2. Presentation

Criteria

You will know you are successful when

- 7.1. you use professional formatting.
- 7.2. you include an executive summary.
- 7.3. you summarize the prospects needs.
- 7.4. you craft a pricing agreement.
- 7.5. you address solutions.
- 7.6. you dress professionally.

Learning Objectives

- 7.a. Describe the process of matching customer's needs/wants to product/service features, attributes, and benefits
- 7.b. Construct bridge statements that link features and benefits
- 7.c. Determine the appropriate presentation techniques and/or methods based on the situation.

8. Negotiate prospect objections .

Assessment Strategies

- 8.1. Performance

Criteria

You will know you are successful when

- 8.1. you recognize the business challenge behind the objection.
- 8.2. you ask clarifying questions.
- 8.3. you ask closed and open ended questions.
- 8.4. you use active listening.

Learning Objectives

- 8.a. Determine the difference between buyer objections and buying questions
- 8.b. List the steps in the negotiating process
- 8.c. Role play a negotiating situation
- 8.d. Establish a system to reconcile prospect objections

9. Practice closing techniques.

Assessment Strategies

- 9.1. Performance
- 9.2. Presentation

Criteria

You will know you are successful when

- 9.1. you ask open and closed ended questions.
- 9.2. you address prospect concerns.
- 9.3. you summarize buyer concerns.
- 9.4. you craft a proposal that addresses objections.
- 9.5. you outline next steps once objections are met.

Learning Objectives

- 9.a. Explain the different types of closing strategies
- 9.b. Role play closing techniques
- 9.c. Identify and determine when closing opportunities arise