



Western Technical College

10104163 Advanced Professional Selling

Course Outcome Summary

Course Information

Description	This course focuses on a variety of strategies and techniques for professional selling including: sales presentations, exposure to the software that aids sales people, coordination with the firm's other functional areas, team selling, and negotiation. This course will help relate theory to practice and will include close work with an actual salesperson.
Career Cluster	Marketing
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	54

Pre/Corequisites

Prerequisite 10104119 Selling Principles

Textbooks

No textbook required.

Success Abilities

1. Cultivate Passion: Expand a Growth-Mindset
2. Cultivate Passion: Increase Self-Awareness
3. Live Responsibly: Develop Resilience
4. Live Responsibly: Foster Accountability
5. Refine Professionalism: Improve Critical Thinking

6. Refine Professionalism: Participate Collaboratively
7. Refine Professionalism: Practice Effective Communication

Course Competencies

1. Outline the process for developing a strong sales network.

Assessment Strategies

- 1.1. Written Product

Criteria

You will know you are successful when

- 1.1. you outline best practices for finding appropriate networking events.
- 1.2. you reflect on the challenges of navigating the boundaries between personal and professional relationships.
- 1.3. you describe the ways in which social media can be used to build professional relationships.
- 1.4. you reflect on the ways to develop a personal brand.
- 1.5. you describe the role of accountability and ethics in building a sales network.

Learning Objectives

- 1.a. Describe the role of social media in today's sales environment.
- 1.b. Outline the role of relationship building in the sales process.
- 1.c. Describe best practices in networking.
- 1.d. Describe the role of authenticity in professional relationships.

2. Design a strategy to be successful in a sales territory.

Assessment Strategies

- 2.1. Written Product

Criteria

You will know you are successful when

- 2.1. you prioritize sales targets in allocating resources.
- 2.2. you describe the role of time and money in attaining sales goals.
- 2.3. you differentiate between customers based on revenue potential.
- 2.4. you articulate the role flexibility plays in developing a strong territory.

Learning Objectives

- 2.a. Describe the role of understanding the target in planning a sales strategy.
- 2.b. Understand the role of geography in the territory planning process.
- 2.c. Articulate the role of time management in mapping a sales strategy.

3. Outline methods for sustaining personal motivation.

Assessment Strategies

- 3.1. Reflection

Criteria

You will know you are successful when

- 3.1. you reflect on personal experiences of motivation.
- 3.2. you outline the role of continuous improvement on achieving results.
- 3.3. you describe the relationship between motivation and performance.

Learning Objectives

- 3.a. Describe best practices in developing personal motivation.
- 3.b. Describe the ways in which goal setting impacts motivation.
- 3.c. Describe the role of continuous improvement.

4. Explain negotiation techniques.

Assessment Strategies

4.1. Written Product

Criteria

You will know you are successful when

- 4.1. you describe the role of planning in the negotiation process.
- 4.2. you differentiate between negotiable and non-negotiable items.
- 4.3. you describe the ways in which contract terms impact a company's bottom line.

Learning Objectives

- 4.a. Describe the importance of having a plan for a negotiation.
- 4.b. Understand the role of the key points that are negotiable and what is not.
- 4.c. Understand the pre- negotiation planning including understanding who the buyer is and what control they have over negotiation.

5. Break down the components of team selling.

Assessment Strategies

- 5.1. Scenario Response

Criteria

You will know you are successful when

- 5.1. you differentiate between the roles and the responsibilities of team members.
- 5.2. you differentiate between facilitating and directing.
- 5.3. you identify benefits of team selling.

Learning Objectives

- 5.a. Describe the importance of assessing team members strengths and weaknesses.
- 5.b. Describe instances where various sales/ or customer service people might be involved in a sales process including the roles of account managers, inside sales representatives, or customer service representatives.
- 5.c. Understand the importance of assessing customer need when implementing a team approach to a sale.
- 5.d. Describe the ways in which product complexity impacts approaches to team selling.

6. Examine the role of the sales person in the context of an organization.

Assessment Strategies

- 6.1. Scenario Response

Criteria

You will know you are successful when

- 6.1. you recognize value in various team member roles.
- 6.2. you outline a business case to overcome internal objections.
- 6.3. you engage with other team members honestly.

Learning Objectives

- 6.a. Describe how your role as a sales person affects revenue generation.
- 6.b. Describe the ways in which sales works with other functional roles with in an organization.
- 6.c. Describe the informal ways in which sales works with other functional parts of an organization.
- 6.d. Describe the importance of building social capital.
- 6.e. Outline the importance of "internal selling".
- 6.f. Describe the role of accountability and transparency.

7. Outline consultative/solution-based selling approaches in business to business sales.

Assessment Strategies

- 7.1. Written Product

Criteria

You will know you are successful when

- 7.1. you characterize ways that a sales person can become a trusted advisor.
- 7.2. you describe the stages of the selling process.
- 7.3. you outline potential break downs in the sales process.

7.4. you outline potential recovery techniques.

Learning Objectives

- 7.a. Describe the role of needs in consultative and solution selling.
- 7.b. Describe the long term vs. short term payoff from a consultative/ solution approach.
- 7.c. Describe the ways in which technology and information dissemination has impacted the role of the sales person.
- 7.d. Describe the importance of developing expertise through continual learning in consultative/ solution approaches.

8. Apply techniques for maximizing the results of written and oral presentations.

Assessment Strategies

8.1. Presentation

Criteria

You will know you are successful when

- 8.1. you align presentation to customer need.
- 8.2. you display positive body language.
- 8.3. you speak clearly.
- 8.4. you address at least one possible objection.
- 8.5. you include appropriate sales materials to align with customer need.
- 8.6. you use a test close to assess the effectiveness of their strategy.

Learning Objectives

- 8.a. Understand the variety of presentation types.
- 8.b. Outline the components of a sales proposal.
- 8.c. Describe the importance of tailoring messaging specifically to client need.
- 8.d. Describe approaches to proposal and presentation delivery.
- 8.e. Describe the role of test close questions.

9. Analyze buyer psychology in relationship selling.

Assessment Strategies

9.1. Written Product

Criteria

You will know you are successful when

- 9.1. you describe possible buyer need based on information.
- 9.2. you differentiate between rational and emotional buying.
- 9.3. you differentiate the psychology of generational needs.

Learning Objectives

- 9.a. Describe common practical and emotional reasons people buy.
- 9.b. Outline common economic needs including price, performance, dependability and durability.
- 9.c. Outline buyer movement from arousal, information collection, to evaluation and decision.
- 9.d. Describe methods for gathering needs information.

10. Apply methods of addressing buyer's concerns.

Assessment Strategies

10.1. Written Product

Criteria

You will know you are successful when

- 10.1. you identify the customer objection.
- 10.2. you identify a question that could help overcome the objection.
- 10.3. you approach the objection from the buyer's perspective.

Learning Objectives

- 10.a. Outline ways to pre-emptively address objections.
- 10.b. Describe common psychological factors for objections.
- 10.c. Describe common practical factors for objections.

