



Western Technical College

10104164 Principles of Inside Sales

Course Outcome Summary

Course Information

Description	This course will focus on the tools, strategies and techniques of inside sales including: pre-call planning, prospecting and qualifying leads, developing value statements, the role of social media in the sales process and follow up. This course will place special emphasis on the hands on application of a Customer Relationship Management (CRM) system and other technologies.
Career Cluster	Marketing
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	54

Textbooks

No textbook required.

Success Abilities

1. Cultivate Passion: Enhance Personal Connections
2. Live Responsibly: Develop Resilience
3. Refine Professionalism: Practice Effective Communication

Experiential Learning

1. Community Based Learning Project

Program Outcomes

1. Model professionalism in the workplace.
2. Demonstrate effective workplace communications.
3. Incorporate customer service principles into client or customer interaction.

4. Prepare selling strategies.
5. Integrate appropriate sales tools into the selling process.

Course Competencies

1. Explore career pathways for inside sales representatives.

Assessment Strategies

- 1.1. Reflection
- 1.2. Presentation

Criteria

You will know you are successful when

- 1.1. you outline a potential inside sales position.
- 1.2. you differentiate between inside and outside sales roles.
- 1.3. you outline skills requirements.
- 1.4. you describe working conditions.
- 1.5. you outline sample compensation models.
- 1.6. you reflect on current and past work experience.
- 1.7. you reflect on personal desired work conditions and hours.
- 1.8. you outline the ways in which an inside sales position could fit into short or long term career goals.

Learning Objectives

- 1.a. Differentiate between Inside and Outside Sales.
- 1.b. Describe the continuum of inside sales from account management to hunt and kill.
- 1.c. Describe the hybrid nature of most inside sales roles.
- 1.d. Discuss the salary rate ranges based on industry and company.
- 1.e. Discuss the variety of compensation models for Inside Sales Representatives.
- 1.f. Explain the variety of ways companies define Inside Sales.

2. Use various social selling tools.

Assessment Strategies

- 2.1. Skill Demonstration

Criteria

You will know you are successful when

- 2.1. you set up a social media account.
- 2.2. you research a potential target using a social media account.
- 2.3. you follow five prospects via a social media account.
- 2.4. you join a selling group or organization on a social media account.

Learning Objectives

- 2.a. Explain emerging social selling trends.
- 2.b. Compare the applications of social selling in today's marketplace.
- 2.c. Describe how Twitter is used for social selling.
- 2.d. Describe how LinkedIn is used for social selling.
- 2.e. Describe how Google is used for social selling.

3. Use customer relationship management tools.

Assessment Strategies

- 3.1. Skill Demonstration

Criteria

You will know you are successful when

- 3.1. you describe how to create and edit contacts.
- 3.2. you describe how to add and delete accounts.
- 3.3. you outline an appropriate workflow from lead to close.
- 3.4. you recognize the limitations of any CRM tool.

Learning Objectives

- 3.a. Describe basic lead management.
- 3.b. Describe the process of working with opportunities.
- 3.c. Describe how to schedule events and tasks.
- 3.d. Describe the management function of a CRM.
- 3.e. Describe the function of a CRM in the context of the larger organizational divisions.
- 3.f. Explain the connection between social selling and salesforce.com.
- 3.g. Explain the role accurate data inputs impact the effectiveness of the CRM as a business tool.

4. Explore the role of relationships in account management.

Assessment Strategies

- 4.1. Written Product

Criteria

You will know you are successful when

- 4.1. you articulate how companies measure the success of inside sales activities.
- 4.2. you describe the role of sales goals.
- 4.3. you differentiates between the time spent managing accounts, growing existing accounts, and bringing in net new accounts.
- 4.4. you describes relationship development and maintenance techniques.

Learning Objectives

- 4.a. Determine viability of customer accounts.
- 4.b. Describe the role of up-selling in inside sales.
- 4.c. Discuss the importance of customer relationship management.
- 4.d. Explore effective communication skills needed in the development and maintenance of relationships.
- 4.e. Discuss conflict diffusion techniques.

5. Apply customer retention strategies.

Assessment Strategies

- 5.1. Simulation

Criteria

You will know you are successful when

- 5.1. you lead and guide conversation with customer.
- 5.2. you use questions and active listening techniques to identify why the customer is upset.
- 5.3. you use de-escalation techniques throughout conversation.
- 5.4. you modulate your voice inflection, volume, and rate as appropriate for the content.
- 5.5. you align nonverbal communication with your verbal message.
- 5.6. you provide the customer with a value added solution.

Learning Objectives

- 5.a. Discuss the role of SWOT analysis in customer retention.
- 5.b. Describe ways to diffuse conflict using de-escalation techniques.
- 5.c. Describe the role of active listening in information gathering.
- 5.d. Describe techniques for understanding customer pain points.
- 5.e. Outline methods for building loyalty.
- 5.f. Discuss the role of upselling in customer retention.

6. Outline best practices for outbound communication efforts.

Assessment Strategies

- 6.1. Demonstration
- 6.2. Written Product

Criteria

You will know you are successful when

- 6.1. you describe the best way follow-up voice mail and e-mail.
- 6.2. you discuss strategies for effective e-mail subject lines.
- 6.3. you describe effective e-mail openings.

- 6.4. you differentiate between casual and professional but personal communication styles.
- 6.5. you address the contact with appropriate title, name and company.
- 6.6. you introduce self in a professional manner.
- 6.7. you describe a product or service in clear, descriptive language.
- 6.8. you state a call to action.

Learning Objectives

- 6.a. Discuss the purpose and essential steps of the sales call.
- 6.b. Describe how to handle the difficulties that may arise during the sales call.
- 6.c. Describe how to gain the prospects participation in the sales call.
- 6.d. Discuss follow up strategies.
- 6.e. Discuss mass e-mail etiquette.
- 6.f. Differentiate between personal and mass mail techniques.

7. Outline methods for growing a book of business.

Assessment Strategies

- 7.1. Written Product

Criteria

You will know you are successful when

- 7.1. you identify 3 opportunities for business growth.
- 7.2. you outline a short term plan for implementing opportunities.
- 7.3. you outline a long term plan for implementing opportunities.
- 7.4. you outline upselling techniques to support organic growth.

Learning Objectives

- 7.a. Describe interpersonal methods for developing trust.
- 7.b. Discuss the role of trust and accountability in relationship building.
- 7.c. Describe ways in which a CRM can be used as a tool to recognize opportunity.
- 7.d. Describe the importance of building on success to target like minded customers.
- 7.e. Examine best practices for devising short term and long term plans for implementing opportunities for growth.

8. Examine the process of preparing to sell.

Assessment Strategies

- 8.1. Written Product

Criteria

You will know you are successful when

- 8.1. you describe the importance of researching potential customers in the preparation process.
- 8.2. you outline methods for researching potential target companies.
- 8.3. you describe the importance of seeking institutional knowledge in the research process.
- 8.4. you identify potential points of connection with the potential buyer.
- 8.5. you outline methods for leveraging relationships to grow business.
- 8.6. you outline reasons why a potential customer might buy a particular product or service.
- 8.7. you outline possible objections.
- 8.8. you describe possible ways to overcome particular objections.
- 8.9. you outline strengths and weaknesses of a competing product.

Learning Objectives

- 8.a. Explain the role of needs satisfaction in the sales process.
- 8.b. Explain how knowledge of the product is important to a salesperson.
- 8.c. Discuss the importance of understanding the competition.
- 8.d. Describes methods for understanding company goals and objectives.
- 8.e. Describe methods for understanding buyer needs and motives.
- 8.f. Explain the importance of matching product to goals and objectives.

9. Use virtual meeting tools to communicate.

Assessment Strategies

- 9.1. Simulation

Criteria

You will know you are successful when

- 9.1. you adjust camera, microphone, and volume to effectively conduct the virtual meeting.
- 9.2. you modulate your voice inflection, volume, and rate as appropriate for the content.
- 9.3. you align nonverbal communication with your verbal message.

Learning Objectives

- 9.a. Research various virtual meeting tools.
- 9.b. Practice using various virtual meeting tools.
- 9.c. Identify similarities and differences between meetings conducted face to face vs. virtual meeting tool.
- 9.d. Demonstrate how to adjust camera, microphone, and volume to effectively conduct the virtual meeting.