

Western Technical College

10104205 Marketing - Selling Tools

Course Outcome Summary

Course Information

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| Description | Students will learn essential selling tools including needs based and relationship based selling techniques, prospecting, and creating a value proposition. |
| Career Cluster | Business Management and Administration |
| Instructional Level | Technical Diploma Courses |
| Total Credits | 1 |
| Total Hours | 18 |

Textbooks

No textbook required

Course Competencies

1. Outline a prospect list

Assessment Strategies

- 1.1. Written Product

Criteria

You will know you are successful when:

- 1.1. you describe methods to generate leads.
- 1.2. you outline an appropriate target market.
- 1.3. you include research resources.
- 1.4. you include directory resources
- 1.5. you determine realistic criteria.
- 1.6. you follow written assignment guidelines

Learning Objectives

- 1.a. Describe the importance of prospecting
- 1.b. List the components of the prospecting
- 1.c. Explain the varying contact strategies

2. Develop a value proposition

Assessment Strategies

- 2.1. Written Product or Infographic

Criteria

You will know you are successful when:

- 2.1. you include definition of value proposition.
- 2.2. you list the product/service you are writing the proposition for.
- 2.3. you include the benefit for the customer.
- 2.4. you include problem solved.
- 2.5. you clearly state what is unique about your product/service.

Learning Objectives

- 2.a. Define what a value proposition is.
- 2.b. Provide information about what problem is solved, the benefits provided to the customer, and why the customer should purchase product.

3. Demonstrate relationship based selling technique

Assessment Strategies

- 3.1. Presentation

Criteria

You will know you are successful when:

- 3.1. you respond to buyer's business concerns.
- 3.2. you address buyer objections.
- 3.3. you proposes a solution that addresses buyer need.
- 3.4. you demonstrate the sale is not the end goal, but rather an ongoing relationship with the buyer.
- 3.5. you prepare a video presentation which demonstrates your relationship with the buyer.
- 3.6. you demonstrate what it means to be friendly to the buyer.

Learning Objectives

- 3.a. Compare and contrast the relationship selling model vs. the traditional model
- 3.b. List the key attributes of relationship selling
- 3.c. Use relationship based selling technique for your proposed business concept.