

**Western Technical College**

**10114125 Financial Customer Service & Sales**

**Course Outcome Summary**

**Course Information**

<b>Description</b>	In this class, you will explore different products offered by the financial industry. You will gain skills to build relationships and create a positive customer experience. You will also gain communication, selling and customer service skills.
<b>Career Cluster</b>	Finance
<b>Instructional Level</b>	Associate Degree Courses
<b>Total Credits</b>	3
<b>Total Hours</b>	54

**Textbooks**

*Sell – with MindTap*. 6th Edition. Copyright 2020. Ingram, Thomas N., Raymond W. LaForge, Ramon A. Avila, Charles H. Schwepker, and Michael R. Williams. 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. 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

**Program Outcomes**

1. Create reports.
2. Analyze investments.

3. Demonstrate an understanding of the role of financial institutions.
4. Evaluate and sell financial products.

## **Course Competencies**

### **1. Explore products related to the industry.**

#### **Assessment Strategies**

- 1.1. Presentation

#### **Criteria**

*You will know you are successful when*

- 1.1. you describe services available in the industry.
- 1.2. you describe products available in the industry.
- 1.3. you justify the types of products you wish to sell.

#### **Learning Objectives**

- 1.a. Differentiate between a product and a service.
- 1.b. Research the types of products and services as related to the industry.

### **2. Examine customer service / selling principles.**

#### **Assessment Strategies**

- 2.1. Reflection

#### **Criteria**

*You will know you are successful when*

- 2.1. you describe what "good" customer service entails.
- 2.2. you describe bad customer service.
- 2.3. you list characteristics of quality customer service.
- 2.4. you reflect on personal customer service experiences.
- 2.5. you employ good customer service skills while interacting with peers in class.

#### **Learning Objectives**

- 2.a. Explore the evolution of customer service / selling.
- 2.b. Explore the role of customer service in selling.
- 2.c. Reflect on a personal example of good customer service and poor customer service.
- 2.d. Determine characteristics of "good" customer service.
- 2.e. Relate the need for customer service skills to the financial (or other) industry.

### **3. Analyze the trust-based relationship selling process.**

#### **Learning Objectives**

- 3.a. Develop an understanding of customer value.
- 3.b. Examine what impacts a customer's perception of value.
- 3.c. Identify ways to deliver and increase customer value.
- 3.d. Explore the need for trust within a customer relationship.
- 3.e. Identify ways to build customer relationships.

### **4. Analyze ethical selling techniques.**

#### **Assessment Strategies**

- 4.1. Reflection

#### **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 prospect's values.
- 4.4. you respect buyer concerns.

### **Learning Objectives**

- 4.a. Define ethics in selling and customer service.
- 4.b. Explore areas of unethical behavior (deceptive practices, non-customer oriented behavior, illegal activities).
- 4.c. Research code of conduct or ethics of sales for selling.
- 4.d. Differentiate between unethical behavior and illegal behavior.
- 4.e. Correlate how ethical selling principles helps create the trust based customer relationship.

## **5. Examine the psychology of customer behavior.**

### **Assessment Strategies**

- 5.1. Written Product

### **Criteria**

*You will know you are successful when*

- 5.1. you determine appropriate reaction to customer's behavior.
- 5.2. you identify strategies for working with different behavioral styles.
- 5.3. you describe behavioral styles and their roles in customer service.
- 5.4. you explain the buying decision process.
- 5.5. you identify behaviors that indicate customer satisfaction with purchase.

### **Learning Objectives**

- 5.a. Explore the buying decision process.
- 5.b. Explore customer and benefit-based solutions.
- 5.c. Discuss post-purchase satisfaction.
- 5.d. Examine what things influence customer behavior.
- 5.e. Identify the steps in the consumer decision making cycle.
- 5.f. Explore strategies for working with behavioral styles.

## **6. Explore communication methods and styles.**

### **Assessment Strategies**

- 6.1. Demonstration
- 6.2. Written Product

### **Criteria**

*You will know you are successful when*

- 6.1. you analyze nonverbal skills used between customers and service providers.
- 6.2. you explain the needs of customers in an effective nonverbal communication situation.
- 6.3. you describe nonverbal communication strategies.
- 6.4. you demonstrate active listening techniques.
- 6.5. you generate a list of questions to gather needed information.

### **Learning Objectives**

- 6.a. Explore types of effective questions.
- 6.b. Practice using questioning techniques to gather specific information.
- 6.c. Identify active listening techniques.
- 6.d. Explore how active listening techniques are used in customer service / selling.
- 6.e. Practice active listening.
- 6.f. Identify nonverbal communication techniques.
- 6.g. Explore how nonverbal communication is used in customer service / selling.

## **7. Explore the role of technology in customer service and sales.**

### **Assessment Strategies**

- 7.1. Written Product

### **Criteria**

*You will know you are successful when*

- 7.1. you describe the role of technology in customer service.
- 7.2. you develop a plan for using technology.
- 7.3. you apply technology in customer service.

### **Learning Objectives**

- 7.a. Identify how technology is used to store information.
- 7.b. Identify how the potential customer obtain information about products and services with technology.
- 7.c. Identify how the salesperson obtains information about the potential customer with technology.
- 7.d. Explore how technology is used in all phases of the relationship selling process.
- 7.e. Discuss the changing role of technology in sales.

## **8. Explore methods used for prospecting.**

### **Assessment Strategies**

- 8.1. Written Product

### **Criteria**

*You will know you are successful when*

- 8.1. you describe methods to generate leads.

### **Learning Objectives**

- 8.a. Define prospecting.
- 8.b. Describe the importance of prospecting.
- 8.c. List the components of the prospecting pool.
- 8.d. Explain the varying contact strategies.

## **9. Explore ways to overcome customer objections and/or concerns.**

### **Learning Objectives**

- 9.a. Examine the importance of anticipating customer concerns and objections.
- 9.b. Identify reasons for customer objections.
- 9.c. Explore methods to overcome resistance.
- 9.d. Identify methods to secure commitment from a customer.

## **10. Analyze customer retention through relationship.**

### **Assessment Strategies**

- 10.1. Written Product

### **Criteria**

*You will know you are successful when*

- 10.1. you explain how to recognize customer loyalty.
- 10.2. you describe strategies to achieve customer loyalty.
- 10.3. you identify barriers to retaining customers.
- 10.4. you develop a plan to improve customer retention.
- 10.5. you describe strategies to maintain customer loyalty and retention.

### **Learning Objectives**

- 10.a. Discuss the importance of follow-up and follow-through.
- 10.b. Examine action steps needed to ensure customer satisfaction./
- 10.c. Explore how to add value and grow mutual opportunities.
- 10.d. Identify the value of customer loyalty.

## **11. Construct a sales proposal.**

### **Assessment Strategies**

- 11.1. Presentation
- 11.2. Proposal

### **Criteria**

*You will know you are successful when*

- 11.1. you include proposed solutions.
- 11.2. you discuss benefits of the product.
- 11.3. you include a sales aid in presentation.
- 11.4. you summarize the prospects needs.
- 11.5. you craft a pricing agreement.

- 11.6. you address customer's objections.
- 11.7. you present in a professional manner (appearance, verbal & nonverbal communication, formatting, preparedness, etc.).

**Learning Objectives**

- 11.a. Research a potential product within the industry.
- 11.b. Describe the process of matching customer's needs/wants to product/service features, attributes, and benefits.
- 11.c. Identify benefits of the product and customer value.
- 11.d. Determine response if customer has objections.
- 11.e. Determine the appropriate presentation techniques and/or methods based on the situation.