

Clackamas Community College
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Section #1 General Course Information

Department:Business & Computer Science: Business

Submitter

First Name: Dale

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Course Prefix and Number:SDP - 108

Credits:4

Contact hours

Lecture (# of hours): 44

Lec/lab (# of hours):

Lab (# of hours):

Total course hours: 44

For each credit, the student will be expected to spend, on average, 3 hours per week in combination of in-class and out-of-class activity.

Course Title:Professional Sales Skills

Course Description:

Professional salespeople have clear-cut priorities; expand account relationships, unseat competitors, develop new markets, close more sales faster. This course will assist professional salespeople in meeting those priorities with proven, powerful models for face-to-face selling that offers the skills needed to promote an open exchange of information and develop lasting, mutually beneficial customer relations.

Type of Course:Career Technical Supplementary

Can this course be repeated for credit in a degree?

No

What is the target audience/industry for this class?

Sales

Are there prerequisites to this course?

No

Are there corequisites to this course?

No

Are there any requirements or recommendations for students taken this course?

No

Are there similar courses existing in other programs or disciplines at CCC?

No

Will this class use library resources?

No

Is there any other potential impact on another department?

No

Does this course belong on the Related Instruction list?

No

GRADING METHOD:

A-F or Pass/No Pass

Audit:No

When do you plan to offer this course?

✓ Not every term

Is this course equivalent to another?

If yes, they must have the same description and outcomes.

No

Will this course appear in the college catalog?

No

Will this course appear in the schedule?

No

Student Learning Outcomes:

Upon successful completion of this course, students should be able to:

1. demonstrate the ability to use time management techniques and the ability to demonstrate effective use of their customers' time,
2. demonstrate the ability to use promotion of information in an open exchange,
3. demonstrate the ability to ask questions that lead to a clear, complete and mutual understanding of the customer's needs;
4. describe their organization and its products/services in a meaningful and compelling way,
5. develop strategies for responding to customer indifference and concerns that could jeopardize the sale,
6. demonstrate the ability to end sales calls with appropriate and clear commitments,
7. demonstrate the ability to meet the needs of a variety of account contacts,
8. demonstrate the ability to work with customers toward common objectives,
9. develop customers' awareness of their needs through consultative selling style,
10. establish strategic plans that allow the salesperson to act as a change agent.

This course does not include assessable General Education outcomes.

Major Topic Outline:

1. How to expand to and win in new markets.
2. How to increase penetration of existing markets.
3. How to rise above the competition and differentiate your organization's products and services.
4. How to reduce the cost of sale.
5. How to build and maintain customer relationships.
6. Techniques to master sales effectiveness.

Does the content of this class relate to job skills in any of the following areas:

- | | |
|--------------------------------------|-----------|
| 1. Increased energy efficiency | No |
| 2. Produce renewable energy | No |
| 3. Prevent environmental degradation | No |
| 4. Clean up natural environment | No |
| 5. Supports green services | No |

Percent of course:0%

First term to be offered:

Next available term after approval

:
