

**Clackamas Community College**  
Online Course/Outline Submission System

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**Section #1 General Course Information**

**Department:**Business & Computer Science: Business

**Submitter**

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Last Name: Hatfield

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**Course Prefix and Number:**SDP - 208

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**# 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.

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**Course Title:**Advanced Professional Sales Skills

**Course Description:**

For the experienced salesperson that has a track record of success and seeks to become even more proficient. The course covers selling techniques, territory planning and organizing one's work to maximize sales performance. Every salesperson will gain from the fresh perspective taken on this course and the chance to re-think their current working practices. The course is practical and applicable to student's current working situation and involves significant participation. The course involves considering the role of each salesperson and then analyzing the logical sequence for building sales. It addresses fundamental questions about the nature of persuading the various types of customer. It also involves in-depth analysis of each step in the sales process.

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**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?

Yes

**Pre-reqs:SDP-108**

Have you consulted with the appropriate chair if the pre-req is in another program?

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. describe effective selling techniques,
2. demonstrate the ability to effectively build sales,
3. demonstrate effective methods of persuasion,
4. list logical steps in building a successful sales call,
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. develop customers' awareness of their needs through a consultative selling style,
8. analyze each step of the sales process,
9. analyze their individual sales performance,
10. establish strategic plans that allow the salesperson to act as a change agent,
11. develop and implement new sales strategies.

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***This course does not include assessable General Education outcomes.***

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Major Topic Outline:

1. The marketing mix and selling.
2. Motivations for buying.
3. The nature of need.
4. Building need awareness.
5. Consultative selling techniques.
6. Communication skills.
7. Selling complex solutions.
8. Managing the sales cycle.
9. Controlling the cycle of events.
10. Multiple decision makers.
11. Analysis the buyer roles.

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

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

Percent of course:0%

First term to be offered:

**Next available term after approval**

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