



## CONTINUING EDUCATION

### Course Outline

# Creative Selling

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Seasoned sales professionals know that a “one-size-fits-all” strategy doesn’t work. Instead, every customer or potential customer and situation is different. Creative selling is used to generate sales leads, solve customer needs and move qualified prospects forward when you’ve hit a dead-end. Learn techniques that allow you to springboard away from stale and stagnant situations and provide fresh ideas and potential solutions that benefit both parties. With the correct tools, you can develop creative solutions!

## Who Should Take This Course?

This hands-on course is designed for those in the selling/servicing arena who wish to gain additional creative skills and utilize a more innovative approach. The course is also valuable for potential sales/service reps who wish to understand how successful (read: highly paid) sales and service reps utilize creativity to achieve their goals. This is the third required course in the Sales Certificate.

## Course Objectives

- Describe creative selling
- Thoroughly understand your product or service
- Discover how to be creative (even if you don’t think you are)
- Uncover fun and innovative sales tools and methodologies that truly provide creative help!

## Course Info

- Length: 3 hours
- Format: Classroom instruction, demonstration and hands-on activities
- Prerequisite: None

## Course Content

### Describe creative selling

#### Thoroughly understand your product or service

- Discover the importance of understanding your product or service
- Identify methods for quickly gaining product/service knowledge

#### Discover how to be creative (even if you don’t think you are)

- Utilize the 20 Idea Method
- Model your approach after the pathfinders in your business sector
- Customize ideas from other industries
- Discipline yourself to ask the correct questions
- Embrace a positive attitude – a negative attitude kills creativity

- Cement the concepts of creativity through the analysis of real-world case studies
- Practice creativity through mock examples and competitive exercises

### **Uncover fun and innovative sales tools and methodologies that truly provide creative help!**

- Discover networking. It works when you show up
- Utilize a current product or service and make it 10 percent better
- Continue to learn and grow: Study at least one-half hour each day

## **Assessment /Evaluation**

This course is not assigned a letter or numerical grade. However, in some cases, skill assessments may be administered during the course to gauge progress and comprehension.

## **Course Completion / Continuing Education Unit (CEU) Letter**

If your company requires proof of course completion, or if you would like to have proof for your own records, you may request a Course Completion/Continuing Education Unit (CEU) letter **after the final session of your course**. You must attend\* 80 percent of the course (or 100 percent of a single-day course) to qualify for the letter. You can [request a Course Completion/CEU letter online](#).

## **Certificates of Completion for Certificate Programs**

To receive a Certificate of Completion for the Sales Certificate, you must take all nine required courses, attend\* 80 percent of the first eight courses (calculated by total number of sessions), and attend 100 percent of the Capstone course. If you complete a certificate program by taking courses individually (not through a series), you can [request a Certificate of Completion online](#).

\*Attendance for CEU letters and certificate programs is verified via the sign-in sheets provided at each class session. It is your responsibility to sign-in.

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The accommodations authorized on your forms should be discussed with your instructor. All discussions will remain confidential. Accommodations are not provided retroactively, so it is essential to discuss your needs at the beginning of the quarter. Additionally, only accommodations approved by Disability Support Services will be provided. This syllabus is available in alternate formats upon request.

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