



CONTINUING EDUCATION

Course Outline

Developing a Sales Personality

Did you know that both introverts and extroverts can be successful sales professionals? Many of the most successful sales people do not fit the stereotypical salesperson model. Learn about your behavioral style and how to use that information to accurately serve your current or prospective customers. Other topics include comfort zones and self-sabotage; dealing with rejection and failure; building your self-confidence; setting goals and achieving them; learning how to listen to people; and utilizing a powerful vocabulary.

Who Should Take This Course?

This hands-on course is designed for those interested in a career in the selling and servicing profession as well as current professionals wishing to increase productivity for their companies and reap the personal rewards derived from high performance. This is the second required course in the Sales Certificate.

Course Objectives

- Discuss stereotypical sales personalities and why they exist
- Assess your basic personal behavioral style (basic analytical, promotional, driver, relational), so you can use it to build customer rapport
- Master an understanding of the key characteristics shared by successful sales and service professionals

Course Info

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

Course Content

Discuss stereotypical sales personalities and why they exist

- Identify the most popular stereotypical sales types
- Recognize why these stereotypical sales types exist
- Identify why these stereotypical sales types fail

Assess your basic personal behavioral style (basic analytical, promotional, driver or relational), so you can use it to build customer rapport

- Take a behavioral assessment to determine your behavioral style
- Learn about salespeople who share your behavioral style
- Practice using your behavioral style to communicate effectively with other styles
- Learn typical strengths and possible blind spots of each behavioral style

Master an understanding of key characteristics shared by successful sales and service professionals

- Utilize a powerful vocabulary
- Accept full responsibility for your professional life
- Develop a strong concern for the well-being of your customers and prospective customers
- Recognize negative thoughts and behaviors leading you away from desired outcomes
- Practice the art of delayed gratification

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.

Green River College is committed to providing access to all who visit, work and study on campus. The College will provide reasonable accommodations for individuals with disabilities, with advance notice of need. If you require accommodations, please contact Disability Support Services as soon as possible to determine eligibility and/or request accommodations. Accommodations are determined on a case-by-case basis. Please contact Disability Support by email at dss@greenriver.edu; by phone at 253-833-9111, ext. 2631; TTY 253-288-3359; or in person at the Student Affairs and Success Center, Room 210, to request accommodations. For additional information, please visit www.greenriver.edu/dss.

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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