



CONTINUING EDUCATION

Course Outline

Introduction to Selling

We all sell – whether we call it that or not. Some of us are just better at it than others! In this introductory course, discover what it takes to be a successful sales professional, which industries utilize sales professionals and how much sales professionals can earn with salaries, commissions and bonuses. Other topics include the psychology of selling in the workplace; “The Winning Edge Theory” to gain wealth by selling; how and why we sell; and how to use this knowledge to be more effective personally and professionally.

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 first required course in the Sales Certificate.

Course Objectives

- Recognize common characteristics of successful sales professionals
- Discuss the sales profession
- Examine the buying decision

Course Info

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

Course Content

Recognize common characteristics of successful sales professionals

- They are comfortable with rejection
- They learn from past mistakes
- They have a healthy sense of self-esteem
- They have the ability to set goals with an understanding of delayed gratification
- They are able to work independently

Discuss the sales profession

- List why companies invest in a salesforce
- Identify the industries that have sales positions
- Describe the different sales positions you may find in a salesforce, depending on size (Emphasis in this course will be on sales and service roles)
- Discover the earning potential

Examine the buying decision

- Identify why people like to buy
- Recognize the stages people work through when making the decision to buy
- List the key obstacles that prevent prospective clients from making the decision to buy

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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