



CONTINUING EDUCATION

Course Outline

Sales Certificate Capstone

Reinforce your sales skills in a simulated real-world project, and practice applying the key tools and processes used by sales professionals. Begin by qualifying your client through high gain questions. Then, discover your prospect's "Dominant Buying Motive." Work through the sales process and presentation to arrive at the close of the sale. Finally, you'll state a comprehensive service plan that both you and the client can agree upon.

Who Should Take This Course?

This is the ninth and final required course in the Sales Certificate. Enrollment is limited to those who have completed the previous eight required courses.

Course Objectives

- Demonstrate the discipline of locating, qualifying and approaching sales prospects.
- Demonstrate the ability to set an appointment and then present to a customer or prospective customer following the prescribed presentation rules.
- Move through a sales presentation, including negotiation of final points and into closure.
- Show how to gain a customer reference in order to move forward toward other sales.

Course Info

- Length: 6 hours
- Format: Classroom instruction, project work and class presentation
- Prerequisite: Completion of all required Sales Certificate courses.

Course Content

There are two sessions for the class, with corresponding activities. Each student must be able to demonstrate completion of benchmark activities before the end of each session. The corresponding checklist can be used as a guide for completion of tasks.

Session 1: Orientation

- Topics:
 - Via role playing, student will demonstrate an understanding of how to qualify a customer or prospective customer
 - Discuss key sales/service success behaviors
 - Indicate the ability to ask high gain questions that lead to discovery of the customer's "Key Buying Motive."
 - Display an understanding of a "service mentality"

- Assignments Due
 - Role Play and/or Discussion

Session 2: Focus on the Client and Audience

- Topics
 - Student will work through a sales presentation incorporating movement through the five steps of the sales process (attention, interest, conviction, desire & action = closing)
 - Set the stage to gain a customer referral
- Assignments Due
 - Student Presentation
 - Written Documentation
 - Student/Instructor Feedback

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. Green River College is an equal opportunity educator and employer. Learn more at www.greenriver.edu/accessibility.