



## CONTINUING EDUCATION

### Course Outline

# Success Through Service

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Successful sales professionals know how to treat their customers. They tell the truth, follow through on commitments, resolve service issues quickly and look for additional opportunities to serve. In this course, you will identify the benefits of networking; learn how to build long-term relationships that lead to more sales; discover how to utilize your time wisely to maximize your potential; recognize how to lock-in customer loyalty; identify ways to guarantee repeat business; utilize referrals to gain access to new clients; and, very importantly, determine how to work within your own company to ensure your service commitments were delivered to the customer as promised.

## Who Should Take This Course?

This hands-on course is designed for those who wish to experience immediate and long-lasting success in the sales profession by providing exceptional customer service. This is the eighth required course in the Sales Certificate.

## Course Objectives

- Describe the value of service and how it positively impacts your relationship with the customer
- Discuss the art of networking
- Build long-term relationships that lead to more sales

## Course Info

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

## Course Content

### **Describe the value of service and how it positively impacts your relationship with your customer**

- Deliver what you promise – lock in loyalty
- Resolve service issues quickly
- Learn tactics for dealing with difficult clients, and understand when to bring in help
- Invest in yourself, so you are equipped to provide an exceptional experience
- Set up your territory for efficiency and time management

### **Discuss the art of networking**

- Describe the benefits of networking
- Identify opportunities to network
- Spend time with people you don't know
- Get involved and lead

### **Build long-term relationships that lead to more sales**

- Be observant to people and patterns
- Have your antenna up - look for opportunities to be of service to others
- Build in repeat business
- Ask for reference letters, testimonials and referrals
- Use humor – appropriately and in the right proportion – laughter is a universal bond

### **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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