



CONTINUING EDUCATION

Course Outline

Understanding the Sales Process

Research shows there are several mental steps each of us works through when we decide to purchase something. Sales representatives, who understand these steps and how to work through them with prospective customers, are the most successful. In addition to learning about these steps, discover how to qualify a prospective customer by asking high gain questions, listening for a response, reading body language and using trial closes. You'll gain confidence as you apply these techniques and help lead your prospect to a lasting and mutually satisfying decision.

Who Should Take This Course?

This hands-on course is designed for those who wish to gain a greater understanding of proven steps to become more successful (read: higher income) in the selling and servicing process and also for those who are learning selling for the first time. If this process is learned, practiced and applied, you will become successful – period! This is the fourth required course in the Sales Certificate.

Course Objectives

- Qualify prospective clients.
- Identify risk factors for your product or service, and craft talking points to mitigate each risk.
- Gain an appointment.
- Prepare for a successful selling appointment.
- Master rapport-building.
- Gain customer permission to move through each step of the sales process (attention, interest, conviction, desire and action) to arrive at a successful close.

Course Info

- Length: 6 hours
- Format: Classroom instruction, demonstration and hands-on activities
- Prerequisite: None

Course Content

Qualify prospective clients

- Assemble resources to learn key information about private and public companies.
- Learn as much as you can about whom you will be presenting to, ensuring they have the ability to make a buy decision or move the decision forward.
- Assess the value your product or service can bring to the company and to the person to whom you are presenting.

Identify risk factors for your product or service, and craft talking points to mitigate each risk.

- Know the risks of purchase – there are typically less than 6-10 true risk factors for a product or service.
- Identify why a customer might be afraid to purchase or move forward, and evaluate, eliminate and “outweigh” the risk with proven benefits throughout the sales process.
- Build key risk and response factors throughout the sales process to attempt to eliminate objections when moving toward asking for commitment (closing).

Gain an appointment.

- Network, cold call, utilize referrals through social networking sites such as LinkedIn, attend seminars, conduct public speaking – to gain appointments.
- Set yourself apart via phone calls.
- Utilize the Courtesy, Purpose, Action method of gaining appointments.

Prepare for a successful selling appointment

- Plan a step-by-step presentation, in logical sequence.
- Utilize the correct amount of visual aids to maintain interest (while avoiding distraction).
- Incorporate tips on proper use of visual aids.
- Plan how and when to ask for the client’s commitment.
- Understand and use open and close-ended questions.

Master rapport building

- Determine the “Why me?” question of selling: How are **you** valuable to the person and company you are approaching? (Goal: Gain a reputation as a person of value.)
- Identify the “Why them?” question: Identify, **from the customer’s perspective**, what your product or service will do for them personally.
- Develop and ask “checking questions,” listening to responses and paraphrasing when necessary, in order to gain buy-in and move forward through each step of the sales process.

Gain customer permission to move through each step of the sales process (attention, interest, conviction, desire and action) to arrive at a successful close.

- Consciously work through the opening statement to rapport building.
 - Gain the client’s **attention**. (“Ok, I’ll take a second to listen.”)
 - Gain the client’s **interest**. (“Heck, this is interesting.”)
 - Gain client’s **conviction**. (“I believe this person and his/her company is legitimate, and I can really see how this product or service could be valuable if I were to purchase it.”)
 - Gain the client’s **desire**. (“Ok, I really want this.”)
 - Gain client’s **action**. (“Let’s make a deal – let’s make this happen!”)
 - Finalize the sale – ask for the order!
- Gain a new reference commitment. (“If you make a sale, you can earn a commission. If you make a friend, you can earn a fortune.” – Jeffrey Gitomer, *Little Red Book of Selling*)

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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