

SAN DIEGO COMMUNITY COLLEGE DISTRICT
CONTINUING EDUCATION
COURSE OUTLINE

SECTION I

SUBJECT AREA AND COURSE NUMBER

BUSN 633

COURSE TITLE

SMALL BUSINESS SALES

TYPE COURSE

NON-FEE

VOCATIONAL

CATALOG COURSE DESCRIPTION

This course provides students with trust-based sales strategies needed to grow an existing small business. Students will learn about building trust with customers, sales ethics, understanding buyers and developing a sales team that are fundamental to increase profits. Topics include customer relationship management, sales prospecting, developing presentations and creating mutual opportunities. Students will learn sales fundamentals and select strategies to promote small business growth. (FT)

LECTURE/LABORATORY HOURS

45

ADVISORIES

NONE

RECOMMENDED SKILL LEVEL

Possess a 10th grade reading level; ability to communicate effectively in the English language; knowledge of math concepts at the 8th grade level and basic computer literacy. Familiarity with Microsoft Office programs such as Word and Excel (or an application of similar scope) is recommended.

INSTITUTIONAL STUDENT LEARNING OUTCOMES

1. Social Responsibility
SDCE students demonstrate interpersonal skills by learning and working cooperatively in a diverse environment.

INSTITUTIONAL STUDENT LEARNING OUTCOMES (CONTINUED)

2. Effective Communication
SDCE students demonstrate effective communication skills.
3. Critical Thinking
SDCE students critically process information, make decisions, and solve problems independently or cooperatively.
4. Personal and Professional Development
SDCE students pursue short term and life-long learning goals, mastering necessary skills and using resource management and self-advocacy skills to cope with changing situations in their lives.

COURSE GOALS

1. Understand the principles and best practices for sales in the small business environment.
2. Learn the communication skills that are necessary in the buying process.
3. Understanding the process of sales prospecting.
4. Learn how to prepare a sales presentation.
5. Understand the process of customer relationship management and learn the tools to manage customer information.
6. Learn sales management and how to organize a team for small business growth.
7. Learn sales strategies for growing a small business.

COURSE OBJECTIVES

Upon successful completion the student will be able to:

1. Describe how to build trust with a customer and explain how ethics are used in creating relationships.
2. Describe and identify the types of buyers, styles and teams that operate in the buying process.
3. Identify and describe best practices for planning sales dialogue and presentations.
4. Describe various communication skills used in sales for small business, including addressing concerns and earning commitment.
5. Describe and identify customer relationship management tools.
6. Identify and analyze organizational sales teams and describe effective sales management techniques.
7. Construct and describe a sales strategy to grow a small business.

SECTION II

COURSE CONTENT AND SCOPE

1. Personal Selling Defined

COURSE CONTENT AND SCOPE (CONTINUED)

2. Building Trust with the Customer
 - 2.1. Importance of trust in the purchasing decision
 - 2.2. Expertise, dependability and professional candor
 - 2.3. Compatibility issues with customers
3. Knowledge Bases
 - 3.1. Industry and company
 - 3.2. Product
 - 3.3. Service
 - 3.4. Market and consumer
 - 3.5. Competitor
 - 3.6. Technology
4. Sales Ethics
 - 4.1. Maintaining image
 - 4.2. Deceptive practices
 - 4.3. Illegal activities
5. Understanding Buyers
 - 5.1. Types of buyers
 - 5.2. Buying process
 - 5.3. Communication styles
 - 5.4. Buying teams
6. Communication Skills
 - 6.1. Collaboration
 - 6.2. Questioning
 - 6.3. Listening
 - 6.4. Providing information
 - 6.5. Non-verbal communication
7. Strategic Prospecting
 - 7.1. Importance of Prospecting
 - 7.2. Processes
 - 7.3. Methods
 - 7.4. Developing a prospecting plan
 - 7.5. Gathering prospecting information
8. Sales Dialogue and Presentations
 - 8.1. Planning
 - 8.2. Formatting
 - 8.3. Engaging the customer
 - 8.4. Creating customer value
 - 8.5. Engaging the buyer
 - 8.6. Encouraging buyer feedback
 - 8.7. Supporting product claims
 - 8.8. Group sales
9. Addressing Concerns
 - 9.1. Anticipating concerns
 - 9.2. Understanding why customers raise concerns
 - 9.3. Needs, product, source, price and time sales resistance

COURSE CONTENT AND SCOPE (CONTINUED)

- 9.4. Negotiating concerns
- 9.5. Responding to objections
- 10. Securing commitment and closing
 - 10.1. Techniques for earning commitment
 - 10.2. Probing to earn commitment
 - 10.3. Traditional and modern methods of earning commitment
- 11. Expanding Customer Relationships
 - 11.1. Assessing customer satisfaction
 - 11.2. Customer relationship management (CRM) tools
 - 11.3. Ensuring customer satisfaction
 - 11.4. Creating two-way communication
 - 11.5. Creating mutual opportunities
- 12. Sales Management
 - 12.1. Self-leadership
 - 12.2. Team leadership
 - 12.3. Establishing a sales team
 - 12.4. Directing a sales team
 - 12.5. Developing effectiveness and performance measures
 - 12.6. Establishing territories
 - 12.7. Technologies for sales communications
 - 12.8. Self-evaluation
 - 12.9. Evaluation of sales team
 - 12.10. Evaluation of salesperson
- 13. Completing the Sales Strategy
 - 13.1. Organize and assemble a sales plan
 - 13.2. Completeness, clarity and conciseness
 - 13.3. Sales plan presentation
 - 13.4. Strategies for implementation

APPROPRIATE READINGS

Appropriate readings may include, but are not limited to, materials such as textbooks and workbooks, instructor written handouts, computerized simulations, resource manuals, videos, tutorials, on-line assistance, and relevant industry periodicals.

WRITING ASSIGNMENTS

Writing assignments will enable the students to demonstrate understanding of course concepts and application of proper writing skills. Appropriate assignments may include, but are not limited to: completing assigned exercises, written reports, class assignments and projects.

OUTSIDE ASSIGNMENTS

Outside assignments may include, but are not limited to, reading texts and reference resources; research as needed to complete projects; and organizing and preparing written answers to assigned questions.

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

Assignments which demonstrate critical thinking may include, but are not limited to, evaluation and analysis of case studies featuring small businesses in various scenarios. Students will utilize this analysis in classroom discussions, writing assignments, and in performing activities to develop sales best practices for a small business. Students must select and use appropriate methods and resources to complete assignments.

EVALUATION

A student's grade will be based on multiple measures of performance and will include evaluation of student's ability to:

1. Maintain attendance and punctuality per current policy.
2. Contribute to class and group discussions.
3. Perform in a variety of activities and complete assignments.
4. Demonstrate ability to work independently and as a team member.
5. Present a written or oral sales plan.

Upon successful completion of each course in the program, a Certificate of Course Completion will be issued. Upon successful completion of all courses included in the program, a Certificate of Program Completion will be issued.

METHOD OF INSTRUCTION

Methods of instruction may include, but are not limited to, lectures, discussion, hands-on demonstrations, computer-assisted instruction, laboratory assignments and field trips. This course, or sections of this course, may be offered through distance education.

TEXTS AND SUPPLIES

Texts must be current and relevant to the course such as:

SELL by Ingram, LaForge, Avila, Schwepker & Williams, 4LTR Press, current edition.

The instructor will provide a class syllabus and handouts.

Supplies: Journal (composition book), USB Drive or other storage media.

PREPARED BY: Matthew Rivaldi

DATE: 5/29/2015

REVISED BY: _____

DATE: _____

Instructors must meet all requirements stated in Policy 3100 (Student Rights, Responsibilities and Administrative Due Process), and the Attendance Policy set forth in the Continuing Education Catalog.

REFERENCES:

San Diego Community College District Policy 3100
California Community Colleges, Title 5, Section 55002
Continuing Education Catalog