

SAN DIEGO COMMUNITY COLLEGE DISTRICT  
CONTINUING EDUCATION  
COURSE OUTLINE

**SECTION I**

**SUBJECT AREA AND COURSE NUMBER**

MARK 510

**COURSE TITLE**

RETAIL SELLING

**TYPE OF COURSE**

NON-FEE

VOCATIONAL

**CATALOG COURSE DESCRIPTION**

Principles of selling products, services, and ideas. (FT)

**LECTURE HOURS**

4 hours per week  
(2 sessions only)

**LABORATORY HOURS**

**ADVISORY**

NONE

**RECOMMENDED SKILL LEVEL**

NONE

**INSTITUTIONAL STUDENT LEARNING OUTCOMES**

1. Social Responsibility  
SDCE students demonstrate interpersonal skills by learning and working cooperatively in a diverse environment.
2. Effective Communication  
SDCE students demonstrate effective communication skills.

### INSTITUTIONAL STUDENT LEARNING OUTCOMES (CONTINUED)

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

The goal of this course is to provide an analysis of the "art of selling". The intent is that students become conscious that there is a selling process and understand each of its components. In addition, they will learn to deal more effectively with people on a day-to-day basis.

### COURSE OBJECTIVES

Upon successful completion of the course the student will be able to:

1. Improve his/her listening skills, self confidence and questioning and information gathering skills. This improvement can be measured by students' ability to translate features into benefits and successfully designed questioning techniques for course role playing.

## SECTION II

### COURSE CONTENT AND SCOPE

1. Opening and Introduction to Sales
  - 1.1. Steps of the sales
  - 1.2. Human relations
  - 1.3. How to win friends and influence people
2. Effective Listening and Confidence
  - 2.1. Listening as it relates to selling
  - 2.2. Tips that will make you a better listener
  - 2.3. The benefits of confidence
  - 2.4. How to build self confidence
3. Selling Strategies
  - 3.1. Probing
  - 3.2. Gathering information
  - 3.3. How to use questions
4. Objection Handling
  - 4.1. Techniques to help you deal with objections
  - 4.2. Answers to the most common objections
  - 4.3. Guidelines for overcoming objections

COURSE CONTENT AND SCOPE (CONTINUED)

5. Customer Service
  - 5.1. How to handle the satisfied customer
  - 5.2. How to handle the dissatisfied customer
6. Cold Call Selling and Phone Selling
  - 6.1. Selling is a numbers game
  - 6.2. Telephone tips
  - 6.3. Sample sales script
  - 6.4. Getting by the switchboard operator
  - 6.5. Translating features into benefits
7. Goal Setting/Time and Territory Management
  - 7.1. How to set your goals
  - 7.2. How to plan your day
  - 7.3. How to manage your territory
8. Closing
  - 8.1. Reviewing of selling fundamentals
  - 8.2. Ineffectual closes
  - 8.3. Reasons for successful closing
  - 8.4. The twelve most common closes
9. Course Summary
  - 9.1. Buying decisions
  - 9.2. The 25-point call analysis check list
  - 9.3. Why sales people fail

APPROPRIATE READINGS

NONE

WRITING ASSIGNMENTS

NONE

OUTSIDE ASSIGNMENTS

NONE

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

NONE

EVALUATION

In the beginning of the course each student is requested to complete a 3 x 5 index card which states their primary selling weaknesses. Throughout the course the instructor will direct questions to those students with weaknesses in the areas being covered. At the end of the course, each card is read aloud and asked if the student has been satisfied about that weakness.

In addition, each student is given a rating on a scale of one to ten for each of two areas. One, their ability to translate features into benefits and two, their ability to design successful questioning techniques during course role play.

### METHOD OF INSTRUCTION

The primary methods of instruction will include, but not be limited to; lectures, class discussions, questions and answers and audio-visual presentations.

### TEXTS AND SUPPLIES

The instructor will provide a course syllabus, relevant handouts.

The students will be responsible for providing pen/pencil and notebook.

PREPARED BY Martin I. Goodman (Clairemont) DATE November 1, 1986

REVISED BY Instructional Services, SLOs added DATE March 7, 2017

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