

Sales and Customer Service

Course Design

2007-2008

Course Information

Organization	Eastern Arizona College
Division	Business
Course Number	SBM 101
Title	Sales and Customer Service
Credits	3
Developed by	Mark Anderson
Lecture/Lab Ratio	3 Lecture/0 Lab
Transfer Status	Elective Credit to ASU, UofA and NAU
Activity Course	No
CIP Code	52.0703
Assessment Mode	Pre/Post Test (25 Questions/100 Points)
Semester Taught	Fall Semester
GE Category	None
Separate Lab	No
Awareness Course	No
Intensive Writing Course	No

Prerequisites

None

Educational Value

A. TO GENERAL EDUCATION: Emphasizes the need for selling and providing service in all phases of one's personal participation in the economic environment.

B. TO MAJOR / PROGRAM: Provides a good background for practicing selling and customer service skills in the business environment and is required for an AAS degree in Small Business Management and the Small Business Proprietor Certificate. It also serves as an option choice for several other occupational programs.

C. OTHER: Many of the principles learned in this course apply to the management of one's own personal day-to-day affairs.

Description

Explores the importance of selling as a business activity, knowledge of the product and customer, the sales communication process, and the specific techniques and strategies used in selling. Also emphasizes customer service concepts crucial to the operation of a successful business.

Supplies

None

Competencies and Performance Standards

1. Analyze the selling function as a career and a building block to business success.

Learning objectives

What you will learn as you master the competency:

- a. Examine the aspects of selling as a profession and as a key aspect of operating a small business
- b. Explain the social and ethical issues in selling
- c. Explain the legal issues in selling

Performance Standards

Competence will be demonstrated:

- on satisfactory completion of practical activities
- on satisfactory participation in and completion of case assignments
- on satisfactory completion of written exam

Performance will be satisfactory when:

- learner examines the aspects of selling as a profession and as a key aspect of operating a small business
- learner explains the social and ethical issues in selling
- learner explains the legal issues in selling

2. Prepare for relationship selling through understanding of customers

Learning objectives

What you will learn as you master the competency:

- a. Outline the facets of the psychology of selling
- b. Illustrate the basics of communication in building selling relationships
- c. Evaluate the importance of knowledge concerning business customers
- d. Explain the importance of product knowledge

Performance Standards

Competence will be demonstrated:

- on satisfactory completion of practical activities

- on satisfactory participation in and completion of case assignments
- on satisfactory completion of written exam

Performance will be satisfactory when:

- learner outlines the facets of the psychology of selling
- learner illustrates the basics of communication in building selling relationships
- learner evaluates the importance of knowledge concerning business customers
- learner explains the importance of product knowledge

3. Demonstrate the full range of the relationship selling process

Learning objectives

What you will learn as you master the competency:

- Explain the importance of prospecting for customers
- Outline planning for a sales call
- Categorize the sales presentation methods
- Demonstrate an effective sales presentation
- Demonstrate the effective handling of customer objections
- Show an effective sales close
- Prepare a successful customer follow-up plan

Performance Standards

Competence will be demonstrated:

- on satisfactory completion of practical activities
- on satisfactory participation in and completion of case assignments
- on satisfactory completion of written exam

Performance will be satisfactory when:

- learner explains the importance of prospecting for customers
- learner outlines planning for a sales call
- learner categorizes the sales presentation methods
- learner demonstrates an effective sales presentation
- learner demonstrates the effective handling of customer objections
- learner shows an effective sales close
- learner prepares a successful customer follow-up plan

4. Explain the peculiarities of retail, business and service selling

Learning objectives

What you will learn as you master the competency:

- a. Identify the keys to successful retail selling
- b. Contrast business selling with retail selling
- c. Demonstrate effective service selling

Performance Standards

Competence will be demonstrated:

- on satisfactory completion of practical activities
- on satisfactory participation in and completion of case assignments
- on satisfactory completion of written exam

Performance will be satisfactory when:

- learner identifies the keys to successful retail selling
- learner contrasts business selling with retail selling
- learner demonstrates effective service selling

5. Characterize the importance of customer service

Learning objectives

What you will learn as you master the competency:

- a. Explain what true customer service is
- b. Characterize the "service culture"
- c. Contrast the different customer service behavioral styles

Performance Standards

Competence will be demonstrated:

- on satisfactory completion of customer service role play activities
- on satisfactory participation in and completion of case assignments
- on satisfactory completion of written exam

Performance will be satisfactory when:

- learner explains what true customer service is
- learner characterizes the "service culture"
- learner contrasts the different customer service behavioral styles

6. Practice effective communication with customers

Learning objectives

What you will learn as you master the competency:

- a. Outline the factors of good listening
- b. Identify the aspects of effective communication in customer service
- c. Demonstrate good telephone customer service

Performance Standards

Competence will be demonstrated:

- on satisfactory completion of customer service role play activities
- on satisfactory participation in and completion of case assignments
- on satisfactory completion of written exam

Performance will be satisfactory when:

- learner outlines the factors of good listening
- learner identifies the aspects of effective communication in customer service
- learner demonstrates good telephone customer service

7. Demonstrate how to handle difficult customer encounters

Learning objectives

What you will learn as you master the competency:

- a. Demonstrate how to handle difficult customer situations
- b. Explain the variety of customer needs
- c. Demonstrate effective problem solving

Performance Standards

Competence will be demonstrated:

- on satisfactory completion of customer service role play activities
- on satisfactory participation in and completion of case assignments
- on satisfactory completion of written exam

Performance will be satisfactory when:

- learner demonstrates how to handle difficult customer situations
- learner explains the variety of customer needs
- learner demonstrates effective problem solving

8. Show how to cultivate customer loyalty

Learning objectives

What you will learn as you master the competency:

- a. Show how to encourage customer loyalty
- b. Explain the causes of service breakdowns
- c. Demonstrate how to overcome service breakdowns

Performance Standards

Competence will be demonstrated:

- on satisfactory completion of customer service role play activities
- on satisfactory participation in and completion of case assignments
- on satisfactory completion of written exam

Performance will be satisfactory when:

- learner shows how to encourage customer loyalty
- learner explains the causes of service breakdowns
- learner demonstrates how to overcome service breakdowns

Types of Instruction

Classroom Presentation

Grading Policy

Grading Rationale

One-hour tests, final exam, and post-test - 25%

Post-test - 10%

Speaking activity - 10%

Sales presentation - 15%

Practical sales activities - 20%

Customer role plays - 20%

Total possible - 100%

Grading Scale

A 90-100%

B 80-89%

C 70-79%

D 60-69%

F Below 60%