

Brief Course Description

Student will learn about the fundamentals of customer relationship management. From a sales and selling perspective, the student will learn the principles of customer acquisition, customer engagement and developing long term customer relationship. The skills can be used to assist an organization's customers for the purpose of growth and profit.

Course Prerequisites

N/A.

Learning Objectives

Upon completion of this course the successful student will have reliably demonstrated the ability to:

- *Recall definitions of personal selling and the three key personal selling philosophy.*
- *Recall and explain personal selling skills in relation to gaining employment and developing successful careers.*
- *Recall and discuss various communication styles and how to identify the style most relevant to a customer.*
- *Recall and demonstrate the use of communication styles in role playing situation.*
- *Recall key definitions in concepts of buying and selling.*
- *Recall and discuss the differences between consumers and business buyers.*
- *Recall and discuss key points that shape buying behaviours.*
- *Recall and demonstrate the key techniques for creating and presenting sales pitches.*
- *Recall and demonstrate the in writing and role playing the key techniques for creating and executing a useful questionnaires that assists in determining customer needs.*
- *Recall and discuss the key definitions, elements and guidelines in a consultative presentation.*
- *Recall and describe the key principles, methods and concerns relating to strategies and techniques for negotiating with buyers.*
- *Recall and describe the key techniques and methods for completing a sale.*
- *Recall and describe the key principles for developing and building long-term value added partnership with customers through effective customer service.*
- *Demonstrate business writing and presentation skills*

Required course materials

Textbook: Selling Today: Creating Customer Value, 7E – Manning, Ahearne, Reece, Mackenzie

ISBN – 10: 0133984060

ISBN -13: 9780133984064

Pearson

Chapter 1- Relationship Selling Opportunities

Chapter 5 – Communication Styles: A Key to Adaptive Selling Today

Chapter 8 – The Buying Process and Buyer Behaviour

Chapter 10 – Approaching the Customer with Adaptive Selling

Chapter 11 – Determining Customer Needs with a Consultative Questioning Strategy

Chapter 12 – Creating Value with the Consultative Presentation

Chapter 13 – Negotiating Buyer Concerns

Chapter 14 – Adapting the Close and Confirming

Chapter 15 – Servicing the Sale and Building the Partnership

Equipment: Laptop or Notebook, Microsoft Office 2016 (minimum), WiFi and Internet ready

Course Duration

- *Length of course 80 hours (20 x 4 weeks)*

Homework Hours

- *Students can expect 40-50 hours of self study*

Delivery Methods

In-class instruction

Teaching Methods

- *Classroom Instructor Lead: 40 hours*
- *Demonstration: 20 hours*
- *Project: 10 Hours*
- *Group Work: 10 hours*
- *Self study (homework): 40-50 hours*

Method(s) of Student Evaluation

- *Assignments 4 x 5% = 20%*
- *Midterm Exam 1 x 15% = 15%*
- *Final Exam 1 x 30% = 30%*
- *Presentation and Written assignment 1 x 25% = 25%*
- *Participation 1 x 10%*
- *Total: 100%*

Completion Requirements

- *Student must achieve a final mark of 70% for student evaluation*
- *Student must attend 80% of classroom hours.*

| Week | Topics Covered |
|-------------|--|
| 1 | Introduction to Managing Customer Relations, Relationship Selling Opportunities |
| 2 | Adaptive Selling Today, The Buying Process and Buyer Behaviour, Customers and Adaptive Selling |
| 3 | Determining Customer Needs, Negotiating, Adapting the Close, Creating Value |
| 4 | Servicing and Building Relationship, Student Presentation |