

Level II 634D Sales Agent

Fanshawe Code – tbd

MTCU Code S0816.0

30 Hours

Evaluation Structure:

Formative Assessment: (4 Quizzes and Assignments) 75%

Final Assessment: 1 exam 25%

GENERAL LEARNING OUTCOME

Upon successful completion the apprentice is able to describe the common elements of the sales cycle including determining and validating customers' needs, creating solutions and closing the sale.

LEARNING OUTCOMES

6.1.1 Identify methodologies for determining solutions to customers' needs.

6.1.2 Outline procedures for resolution to sales objections.

6.1.3 Describe "up selling" techniques.

6.1.4 Describe procedures for closing the sale.

6.1.5 Explain marketing and sales objectives.

6.1.6 Explain the relevance of profit margins to sales targets.

6.1.7 Describe market segmentation and target marketing.

6.1.8 Explain the purpose of the sales verification process when selling by telephone.