



Course Description: This course prepares students to focus on customer service. Topics covered are: promptness, the building of customer confidence, individualized attention and consumer complaint issues. These issues are related to an overall marketing plan and a necessary attention to detail.

Course Objectives

1. To understand principles of Customer Service and Relationship Building.
2. To develop a positive philosophy of Selling as determined by Customer Service principles..
3. To understand how Relationship Building, Customer Service and Selling interrelate.

Instructor Expectations

1. Attendance. It is expected that students will attend each class. Exams and assignments are based on material presented in class.
2. Participation. Interaction between student/teacher and student/student provides for a better learning environment. This activity is encouraged and appreciated.

Outline: Selling

		<u>Chapters</u>
1.	Personal Selling: Philosophy, ethics Relationship building	1, 3, 4
2.	Prospecting	7, 8
3.	Qualifying: Needs discovery (Questions to use)	10
4.	Presentation: Product knowledge Competition Feature benefit	5
6.	Demonstration: Approaching the customer Needs satisfaction Custom fitting	9, 10, 11
7.	Negotiating: Buyer resistance	12, 13