



EFFECTIVE: JANUARY, 2008

CURRICULUM GUIDELINES

A. Division: **Education**

Effective Date:

January 2008

B. Department /
Program

M: Course Objectives / Learning Outcomes

At the end of the course, the successful student should be able to:

1. apply effective techniques in developing and qualifying sales leads;
2. demonstrate good techniques in sales presentations;
3. demonstrate the ability to deal with objections to advance the sale;
4. demonstrate the ability to close the sale;
5. develop a plan to follow-up and service the sale.
6. understand the importance of ethical behaviour in business relationships
7. understand the role of the sales process as a life-skill (e.g.: Job interviews, requests for promotion or a raise, convincing fellow workers of the need for particular project)
8. Understand the value and importance of the sales profession to the Canadian economy