



BAKER COLLEGE
STUDENT LEARNING OUTCOMES

MKT3210A Personal Selling
3 Semester Credit Hours

Student Learning Outcomes and Enabling Objectives

1. Create an effective sales presentation using appropriate strategies.
 - a. Explore different sales strategies and their uses.
 - b. Demonstrate the steps of the selling process.
 - c. Distinguish a competitive advantage using market information.
 - d. Critique a sales presentation.
 - e. Select appropriate technology to function as selling tools.
 - f. Review the evolution of sales and the development of the current selling process.
 - g. Explain the features, advantages, and benefits of a product or service as part of a sales presentation.

2. Evaluate how to address the target market's needs and objections.
 - a. Analyze different customer types.
 - b. Differentiate business to business (B2B) and business to consumer (B2C) selling and relationships.
 - c. Distinguish between internal and external stakeholders.
 - d. Practice one on one conversation, questioning, follow-up, and presentation skills in different selling environments.
 - e. Utilize sales aids in corresponding with customers, such as proposals, follow-up letters, thank you notes, etc.
 - f. Explain the sales model as it relates to stakeholders on a global scale.

3. Model professional and ethical behaviors in business situations.
 - a. Investigate sales careers and working environments.
 - b. Examine the legal and administrative aspects of sales.
 - c. Prepare sales agreements and purchase orders.

4. Explore the value of networking and customer relationship management.
 - a. Construct an ongoing reference bank of business professionals.

- b. Interact with a business professional in sales marketing.

Big Ideas and Essential Questions

Big Ideas

- Sales presentation
- Target market
- Professional and ethical behavior
- Networking and customer relationship management

Essential Questions

1. How do you create an effective sales presentation?
2. How do you address the target market's needs and objections?
3. Why is it important to be professional and be ethical in business situations?
4. What is the importance of networking and CRM?

These SLOs are approved for experiential

credit. **Effective: Fall 2022**