



Course Description

MKA1022 | Relationship Selling | 3.00 credits

This course introduces the role that relationship building plays in sales. Students will explore the communication process and the importance of interpersonal skills in developing a relationship for an effective sales strategy. Students will develop a sales presentation based around consumer needs.

Course Competencies:

Competency 1: The student will understand the concept of relationship selling and its role in the sales process by:

1. Analyzing the interaction between the consumer, the salesperson, and the overall sales relationship
2. Exploring the topic of communicating value and managing customer expectations
3. Utilizing CRM techniques to communicate the sales message and the value proposition to customers
4. Examining the importance of ethical behavior in relationship selling and future sales

Competency 2: The student will comprehend the importance of developing interpersonal skills for relationship selling by:

1. Explaining the importance of buyer-seller rapport
2. Utilize active listening and identifying customer needs and pain points through role-playing
3. Illustrate the communication process and its impact on the sender, receiver, and message delivery medium
4. Identify the topic of objection and rejection and how to address them through the customer relationship

Competency 3: The student will understand the importance of a sales presentation by:

1. Defining the objectives and goals of a sales presentation and conducting research
2. Identifying the stages of a sales presentation
3. Differentiating between the buyer and seller's perspective and developing a needs assessment linked to product benefits
4. Explaining the importance of non-verbal communication, body language, enthusiasm, and demonstrations in relationship selling

Competency 4: The student will recognize the strategies for closing the sale by:

1. Identifying the closing process and levels of customer commitment
2. Identify the stages of the sales funnel
3. Employing various closing techniques
4. Examining the follow-up sales process, sales consolidation, feedback, referrals, and testimonials

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Demonstrate an appreciation for aesthetics and creative activities