# CREATIVE SALES AND CUSTOMER RELATIONSHIP MANAGEMENT ARTICULATION

Pierce County Careers Connection
Dual Credit Articulation Agreement

Upon completion of a full year of high school or equivalent to the following competencies:

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| ☐ | Identify and apply the various elements of the sales process including pre-approach, prospecting, approaching, recognizing the problem, the presentation, handling the objections, closing the sale, and following up with the customer. |
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| | Analyze and explain the various elements of a customer service culture including the following: service philosophy; organizational mission, policies, and procedures; customer feedback techniques; employee behavior, roles, and expectations. |
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| | Develop and apply strategies for communicating across cultures with different behavioral and personality styles. |
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| | Develop and apply strategies for handling difficult customer encounters including dissatisfied, indecisive, angry, demanding, rude, and talkative customers. |
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| | Develop and deliver effective professional oral presentations. |
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| | Develop a manual that demonstrates effective sales and customer service principles. |
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| | Explain basic ethical standards in a professional environment. |

A student earning a “C” grade or better may earn college credit at the following college:

| College | Course | Credits |
|---|---|---|
| Pierce College | MNGT 182<br>(CIP Code: 52.1804) | 5 |

Created: 7/2020