

Course Objectives/Course Outline
Spokane Community College

Course Title: Fluid Power Application and Sales

Prefix and Course Number: FLPT 268

Course Learning Outcomes:

By the end of this course, a student should be able to:

- verbally justify complex hydraulic system designs
- develop appropriate interpersonal communications techniques
- develop effective problem solving methods

Course Outline

- I. Industrial Sales/Distribution Network
 - A. Inside Sales
 - B. Outside Sales
 - C. The Distributorship Concept
 - D. Paperflow: Invoices, Purchase Orders, Acknowledgments
 - E. Terminology: COD, FOB, W/C, NBO
 - F. Freight: Surface, UPS, Air, Express
 - G. Wages, Salaries, Commissions, Territories, Fringes
 - H. Phones, Pricing, Discounting, Gross Profit, Net Profit, Markup
- II. Application of Technical and Selling Skills
 - A. Customer Behavior Profiles
 - B. Human Behavior Profiles
 - C. The Sales Cycle
 - D. Business Math
- III. D.I.S.C. Inventory System
 - A. Menu Utilization
 - B. Program "105"
 - C. Customer File
 - D. Inventory File
 - E. Pricing Files
- IV. Preparing the Sales Presentation
 - A. Appearance, Personality, and Attitude
 - B. Features/Benefits
 - C. Handling Objections
 - D. Closing
- V. Ethics
 - A. Selling Service
 - B. Professionalism