

REV. 9-03

NVCC COLLEGE-WIDE COURSE CONTENT SUMMARY
TRV 125 - PRINCIPLES OF TRAVEL SELLING AND COUNSELING (3 CR.)

COURSE DESCRIPTION

Studies successful selling strategies in the travel business. Analyzes selling techniques by types of travel clientele and their needs. Emphasizes the development of basic selling skills through role playing exercises and sales presentations. Prerequisite TRV 100. Lecture 3 hours per week.

GENERAL COURSE PURPOSE

The purpose of this course is to provide the student with fundamental sales skills necessary for positions in the travel and tourism industry.

ENTRY LEVEL COMPETENCIES

Prerequisite TRV 100.

COURSE OBJECTIVES/EDUCATIONAL OUTCOME

- A. To qualify clients.
- B. To employ effective listening techniques to different sales situations.
- C. To utilize varied questioning techniques.
- D. To develop telephone selling skills.
- E. To gain proficiency in overcoming customer objections and closing the sale.
- F. To utilize computer technology to develop a resume.

MAJOR TOPICS TO BE INCLUDED

- A. Telephone Selling Skills.
- B. Effective Listening Skills.
- C. Strategies for Finding Out About Client's Budget.
- D. Types of Questioning Techniques.
- E. Overcoming Sales Objections.
- F. Closing the Sale
- G. Selling to Special Client Types.
- H. Preparing and Delivering Sales Presentations.
- I. Sales Follow Up.
- J. Job Search.

TRV 125