



POWERED BY  
**California Community Colleges**

## **Unit 4 – Real-World Selling**

Learn how to sell Contract Education, including strategies for determining if a client is a good match. Understand a simple sales process, as well as best practices for getting client resolution and closing the sale. Growing Contract Education sales will require relationship-based selling.

To complete the Unit, follow these steps:

Step 1: Read the Welcome Page

Step 2: Read the Reading

Step 3: Listen/Watch the Recorded PowerPoint

Step 4: Take the Quiz. The answers can be found at the bottom of the Quiz. A score of 80%, or 8 out of 10, is considered passing.

After completing the Unit, take a few minutes to use what you have learned to generate a list of actions you can put in motion.

Check out the California Community Colleges Contract Education website for information about the Market Plan Tool Kit for a deeper dive into Contract Education getting in the door strategies and best practices.

### **DID YOU KNOW...**

20 percent of your clients generate 80 percent of your business and these clients cluster into seven primary market segments. A Contract Education market segment is a grouping of clients defined by purchasing history and demographics. For example, manufacturing companies of 100 employees or less interested in safety training. Once you identify your primary market segments you want to understand the market segment's market potential and then develop strategies for growing the market segment.