



Route Sales & Customer Service

Program Description:

This course is designed to prepare individuals on understanding the tasks, knowledge, skills, abilities and job activities necessary to be an effective route sales representative. Emphasis will be placed on the development of customer service skills and sales techniques necessary to maintaining strong customer relationships that are integral to increasing sales, solving customer service problems and retaining business.



Training for Class B Commercial Driver's License (CDL) is offered in conjunction with the classroom training. This class is not mandatory, but strongly encouraged for any students without a Class B CDL. CDL training classes will be held on most Saturdays, however, the class will meet on additional days as other classes in the program are completed.

Textbooks required:

Route Sales: None

Class B CDL: Defensive Driving Course Manual, Keller's Tractor Trailer Training Manual – 2nd Edition, Safety Regulations Pocket Book

Spring 2010 Schedule					
Course ID	Course Title	Dates	Day(s)	Time	Location
MKT 3438	Route Sales & Customer Service	1/12 -3/2	T	6:00p – 9:00p	BIG Center
TRA 3605	Class B CDL (optional)	1/16 – 3/6	S (varies)	9:00a – 4:00p	BIG Center & Northside
HRD 3001	Employability Skills*	1/15 – 3/5	F	9:00a – 12:00p	BIG Center
HRD 3002	KeyTrain Lab (CRC)*	1/15 -3/5	F	1:00p – 5:00p	BIG Center

**Online classes also available.*

Program Costs			
Course	Tuition Cost**	Books	Student Supplies
MKT 3419	\$65	---	\$3 parking
TRA 3605	\$120	\$36.25	TBD
HRD 3001	\$0 if qualified	--	--
HRD 3002	\$0 if qualified	--	\$30 (CRC Exam)
TOTAL	\$185	\$36.25	\$33

****See website for information on Tuition Assistance**

For more information or to register for this program, contact Anna Bruton at 910-362-7185 or abruton@cfcc.edu