



### Course Outline

|               |                          |
|---------------|--------------------------|
| Course Title  | CWQA In-Class Core Sales |
| Course Number | WXM7-1                   |
| Course Hours  | 5-8                      |

### Staff Approval List

|   |                            |
|---|----------------------------|
| Peter Cartwright, Jason Jackson, Claude Gauthier, Ric Harry | Faculty                    |
| Anne Baliva   | Coordinator/ Administrator |
| Kevin Wong  | Executive Director         |

### Prerequisites

|              |  |
|--------------|--|
| Course Title | WXM0 CWQA Water Basics                             |
| Course Title | WXM1 CWQA Water Fundamentals                       |
| Course Title | WXM1-1 CWQA Water Fundamentals In- Class Session   |
| Exam         | WXM0 and WXM1 (Water basics exam and the CWT exam) |
| Course Title | WXM7- MEP Core Sales                               |

### Course Description

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| <p>The following document is a draft outline of a suggested proficiency check intended for personnel selling, water treatment systems.</p> <p>The students will learn and practice the principles of:</p> <ul style="list-style-type: none"> <li>The CWQA Code of Ethics</li> <li>The CWQA Marketing and Promotional Guidelines</li> <li>Prospecting</li> <li>Preparing for the Sales Call- knowing the lay of the land (common local water issues, bylaws etc)</li> <li>The Sales Presentation</li> <li>Following up with the customer</li> <li>Handling Customer Complaints and the Ministry of Consumer Services</li> </ul> |
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### Course Learning Outlines

|   |   |
|---|---|
| 1 | Marketing Claims  |
| 2 | CWQA Code of Ethics and Enforcement                                   |
| 3 | What you can legally say and why in Canada                            |
| 4 | Safety in the home and regulations                                    |
| 5 | Consumer interpretation of a presentation and the CWQA Code of Ethics |
| 6 | Door to Door Selling – Legal requirements                             |
| 7 | Prospecting   |
| 8 | Cold Calling and the Federal Do Not Call List                         |

### Additional Learning Outcome Comments

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| <p>Upon successful completion of the course the learner will be able to demonstrate that:</p> <p>Demonstrate the ability to understand the practical requirements for selling water treatment solutions to</p> |
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the consumer.

### Learning Resources

All additional resources within course lectures, modules and/or assignments must adhere to the Canadian Copyright Act.

The student may be required to have an approved test kit, and safety equipment for the handling of chemicals and contaminated water. Care and safety protocols should be adhered to with handling samples and chemicals.

### Assessment Requirements

Note: does not need to be all

| Assessment Task     | % or P/F   |
|---------------------|--|
| Applied Learning    | 4 hours Practical and in class                       |
| Assignments         | In Class Practice Assignments                        |
| In-Class activities | 4 hours after the MEP content is completed for Sales |
| Labs                | In the MEP   |
| Presentations       | N/A  |
| Quizzes             | In the MEP   |
| Tests               | Must complete the prerequisites                      |

### Prior Learning and Assessment and Recognition (PLAR)

PLAR uses tools to help learners reflect on, identify, articulate, and demonstrate past learning which has been acquired through previous training, study, work and other life experiences and which is not recognized through formal transfer of credit mechanisms.

PLAR options include authentic assessment activities designed by faculty that may include challenge exams, portfolio presentations, interviews, and written assignments. Learners may also be encouraged and supported to design an individual documentation package that would meet the learning requirements of the course. Any student who wishes to have any prior learning acquired through life and work experience assessed, so as to translate it into course credit, may initiate the process by applying through the CWQA.

A copy of CWQA's PLAR policy is attached.

### Student Success: Policies and Procedures

Mutually, faculty and learners will support and adhere to CWQA Academic Regulations, and Student Rights and Responsibilities. The following policies and guidelines have been developed to support the learning process.

Please click on the link for information about:

- Student Rights and Responsibilities
- Academic Regulations
- Guidelines for Professional Practice: Students and Instructors

Alternate accessible formats of learning resources and materials will be provided, on request. (AODA statement)

**Program Standards:**

The Authority Having Jurisdiction such as the Ontario Ministry of Training, Colleges and Universities oversees the development and the review of standards for regulated programs of instruction. CWQA adheres to these guidelines until such time as this program is mandated and recognized by O.MTCU. Each training delivery organization is required to ensure that its programs and program delivery are consistent with these standards, and must assist students to achieve these essential outcomes.

This course contributes to Program Standards as defined by the Alberta Safety Council and the Ontario Ministry of Training, Colleges and Universities (MTCU). Program standards apply to all similar programs of instruction offered by colleges across the province. Each program standard for a postsecondary program includes the following elements:

- Vocational standards (the vocationally specific learning outcomes which apply to the program of instruction in question);
- Essential employability skills (the essential employability skills learning outcomes which apply to all programs of instruction); and
- General education requirement (the requirement for general education in postsecondary programs of instruction that contribute to the development of citizens who are conscious of the diversity, complexity and richness of the human experience; and, the society in which they live and work).
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Collectively, these elements outline the essential skills and knowledge that a student must reliably demonstrate in order to complete the CWQA MEP program. For further information on the standards for your program, follow the MTCU link ([www.tcu.gov.on.ca/pepg/audiences/colleges/progstan/](http://www.tcu.gov.on.ca/pepg/audiences/colleges/progstan/))

**Essential Employability Skills**

| #  | Description                   | Use (Y/N) |
|----|-------------------------------|-----------|
| 1  | Communicate clearly           | Y         |
| 2  | Respond to communication      | Y         |
| 3  | Use mathematical operations   | Y         |
| 4  | Solve problems systematically | Y         |
| 5  | Anticipate and solve problems | Y         |
| 6  | Document information          | Y         |
| 7  | Analyze information           | Y         |
| 8  | Respect diverse opinions      | Y         |
| 9  | Interact with groups or teams | Y         |
| 10 | Manage time and resources     | Y         |
| 11 | Take responsibility for self  | Y         |