

PROFESSIONAL SALES
ACTIVITY/COURSE CODE: 5471

COURSE DESCRIPTION: Students in Professional Sales study the concepts needed to respond to customer wants and needs through planned personalized communication that influences purchase decisions, maintains customer relationships, ensures satisfaction, and enhances future business opportunities. Subject matter will include selling strategies, psychological and social factors influencing buying and selling, career opportunities, and technological integration in selling.

OBJECTIVE: Given the necessary equipment, software, supplies, and facilities, the student will be able to successfully complete the following core standards.

COMPUTERS REQUIRED: One computer per student with Internet access

RECOMMENDED PREREQUISITE: Marketing

COURSE CREDIT: 1 Unit (120 hours)

RECOMMENDED GRADE LEVEL: 10-12 or Teacher Recommendation

RESOURCE MATERIALS: [Instructional Materials](#)

A. SAFETY

Effective professionals know the academic subject matter, including safety as required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Review school safety policies and procedures.
2. Review classroom safety rules and procedures.
3. Review safety procedures for using equipment in the classroom.
4. Identify major causes of work-related accidents in office environments.
5. Demonstrate safety skills in an office/work environment.

B. STUDENT ORGANIZATIONS

Effective professionals know the academic subject matter, including professional development, required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).

2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.
3. Explain the benefits and responsibilities of being a member of a CTSO.
4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.
5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.

C. TECHNOLOGY KNOWLEDGE

Effective professionals know the academic subject matter, including the ethical use of technology as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.
2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.
3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.
4. Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; illegal downloading; cyberbullying, licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).
5. Discuss legal issues and the terms of use related to copyright laws, fair use laws, and ethics pertaining to downloading of images, Creative Commons, photographs, documents, video, sounds, music, trademarks, and other elements for personal use.
6. Describe ethical and legal practices of safeguarding the confidentiality of business-related information.
7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.

D. PERSONAL QUALITIES AND EMPLOYABILITY SKILLS

Effective professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Demonstrate punctuality.
2. Demonstrate self-representation.
3. Demonstrate work ethic.
4. Demonstrate respect.
5. Demonstrate time management.
6. Demonstrate integrity.
7. Demonstrate leadership.
8. Demonstrate teamwork and collaboration.
9. Demonstrate conflict resolution.
10. Demonstrate perseverance.

11. Demonstrate commitment.
12. Demonstrate a healthy view of competition.
13. Demonstrate a global perspective.
14. Demonstrate health and fitness.
15. Demonstrate self-direction.
16. Demonstrate lifelong learning.

E. PROFESSIONAL KNOWLEDGE

Effective professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Demonstrate effective speaking and listening skills.
2. Demonstrate effective reading and writing skills.
3. Demonstrate mathematical reasoning.
4. Demonstrate job-specific mathematics skills.
5. Demonstrate critical-thinking and problem-solving skills.
6. Demonstrate creativity and resourcefulness.
7. Demonstrate an understanding of business ethics.
8. Demonstrate confidentiality.
9. Demonstrate an understanding of workplace structures, organizations, systems, and climates.
10. Demonstrate diversity awareness.
11. Demonstrate job acquisition and advancement skills.
12. Demonstrate task management skills.
13. Demonstrate customer-service skills.

F. PROFESSIONAL DEVELOPMENT

Marketing professionals understand the importance for professional development, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1. Analyze the nature of professional selling.
2. Research careers, career trends, compensation, and opportunities found in professional sales.
3. Research education and training requirements for a particular career.
4. Evaluate the characteristics of effective sales people.
5. Discuss how professional image (dress, grooming, speech) impact the sales presentation.
6. Create a résumé and cover letter.
7. Establish SMART goals and monitor progress.

G. MARKETING FUNDAMENTALS

Effective marketing professionals demonstrate knowledge in marketing fundamentals, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1. Explain the marketing concept.
2. Analyze the significance of the 4 P's of Marketing, i.e., product, price, place, and promotion.
3. Explain the relationship between supply, demand, and equilibrium price.
4. Define target markets and explain their role in marketing.
5. Differentiate between mass marketing and market segmentation.
6. Explain the concept and types of market segmentation, i.e., demographics, geographic, psychographic, and behavioral.
7. Analyze the impact of culture on communication and sales techniques in a global economy.
8. Analyze the steps of a sale and techniques used in the selling process.

H. IDENTIFYING THE CUSTOMER

Marketing professionals demonstrate skills for preparing and implementing sales plans, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1. Use market research resources to develop a list of potential customers, based on target market.
2. Compare and contrast the effectiveness of methods used to prospect for customers (e.g., networking, social media, canvassing, referrals, and cold call).
3. Create a questionnaire to determine whether prospective customers are qualified to buy, (e.g., income, purchasing ability, authority, credit, needs, etc.).
4. Conduct pre-visit research (e.g., customer's markets/products, customer's competitors, and competitors' offerings).
5. Analyze customer/client types and buying motives.
6. Obtain and analyze product and service information to facilitate the selling process.
7. Determine sales strategies based on various criteria (e.g., quotas, customer needs, buying patterns, repeat customers, etc.)
8. Develop a sales-call pattern (e.g., territorial organization, product specialization, etc.)
9. Explain the importance of key account management in retaining important customers.
10. Prepare and implement sales plan.

I. DETERMINING CUSTOMER NEEDS

Marketing professionals demonstrate knowledge for determining customers' needs, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1. Compare and contrast the different types and characteristics of customers/clients, (e.g., loyal, discount, impulse, need-based, wandering, etc.)
2. Compare and contrast the different types of consumer decision-making and buying, (e.g., routine, extensive).
3. Explain the relationship between the selling and buying processes.
4. Compare and contrast types of selling styles (e.g., telemarketing, electronic, aggressive, consultative, etc.)
5. Distinguish the steps of a sale and sales techniques needed to sell tangible versus intangible goods/services.
6. Develop a script using various questioning techniques to identify customer needs and wants.

J. THE SALES PITCH

Marketing professionals demonstrate skills for preparing and implementing effective sales pitches, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1. Create a sales presentation package to support sales presentation to include promotional materials (e.g., catalogs, brochures, business cards, displays, etc.)
2. Present effective face-to-face and digital sales pitches.
 - a. Establish rapport with customer.
 - b. Demonstrate product knowledge.
 - c. Match product benefits to customer's needs.
 - d. Use effective verbal and non-verbal communication skills.
 - e. Identify and incorporate emerging trends.
 - f. Define sales terms and pricing structure.

K. ANSWERING QUESTIONS (OVERCOMING OBJECTIONS)

Marketing professionals demonstrate appropriate skills for answering questions and overcoming objections within a sales pitch, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1. Demonstrate "active listening" skills.
2. Differentiate between excuses and objections.
3. Identify and resolve customer questions and objections.
4. Role play appropriate ways to handle difficult customers.

5. Based on a given scenario, develop a script of responses to likely objections in a sales pitch and convert them to selling points.

L. CLOSING THE SALE

Marketing professionals demonstrate appropriate skills for closing the sale, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1. Identify verbal and non-verbal buying signals.
2. Initiate the close utilizing proper closing techniques (e.g., ABC close, service close, alternative close, etc.)
3. Demonstrate effective negotiation skills to close sales.
4. Identify strategies for handling rejection.
5. Based on a given scenario, develop a script for closing a sale.

M. SUGGESTIVE SELLING (UPSELLING)

Marketing professionals demonstrate appropriate skills in suggestive selling, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1. Define and explain the benefits of suggestive selling.
2. Explain rules and methods for suggestive selling.
3. Based on a given scenario, demonstrate suggestive selling methods.

N. SERVICE AFTER THE SALE (CRM- CUSTOMER RELATIONSHIP MANAGEMENT)

Marketing professionals demonstrate appropriate skills managing customer relationships, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1. Devise proper order fulfillment and delivery methods.
2. Describe the impact of branding on customer loyalty.
3. Create and promote a program to maintain customer/client goodwill and loyalty.
4. Create and conduct a customer survey.
5. Create client file using appropriate software.
6. Prepare sales reports.
7. Create policies to handle customer complaints and concerns.
8. Using a CTSO scoring rubric for Professional Sales, evaluate the overall sales process.

O. BUSINESS ETHICS AND LAW

Marketing professionals demonstrate appropriate ethical behavior and knowledge in laws affecting marketing, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1. Identify the legal aspects of sales contracts and warranties.
2. Analyze ethical responsibilities in relationships with sales personnel, customers/clients, competitors and vendors (e.g., conflict of interest, bait and switch).
3. Research unethical or deceptive sales practices and their legal consequences.
4. Describe methods used to protect intellectual property, such as copyrights, patents, and trademarks.
5. Research government regulations related to sales communications, including do not call list, consumer rights laws, etc.

P. TECHNOLOGY IN SALES

Marketing professionals understand how technology can be used to impact sales, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1. Research the impact of technology on the selling process.
2. Explore search engine marketing tools (e.g., Bing, Ads, Google Analytics, and Brandwatch Analytics).
3. Evaluate appropriate social media tools for different types of businesses and demographics:
 - a. Service-related business
 - b. Merchandising
 - c. Retail
 - d. Wholesale
4. Based on a given scenario, develop a social media strategy to increase sales for a business.

[Course Materials and Resources](#)

[Academic Standards and Indicators](#)