

PROFESSIONAL SALES
ACTIVITY/COURSE CODE: 5471

COURSE DESCRIPTION: Students in this course will 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.

PREREQUISITE: Marketing

COMPUTERS REQUIRED: Access to Computers, as needed

CREDIT: 1 Carnegie Unit

RECOMMENDED GRADE LEVEL: 10-12 or Teacher Recommendation

RESOURCE MATERIALS:

Dale Carnegie – How To Win Friends And Influence People
Steven Covey - 7 Habits Of Highly Successful People
Zig Ziglar – Strategies For Success
Og Mandino – The Greatest Salesman In The World

A. SAFETY AND ETHICS

1. Identify major causes of work-related accidents in offices.
2. Describe the threats to a computer network, methods of avoiding attacks, and options in dealing with virus attacks.
3. Identify potential abuse and unethical uses of computers and networks.
4. Explain the consequences of illegal, social, and unethical uses of information technologies, e.g., piracy; illegal downloading; licensing infringement; and inappropriate uses of software, hardware, and mobile devices.
5. Differentiate between freeware, shareware, and public domain software copyrights.
6. Discuss computer crimes, terms of use, and legal issues such as copyright laws, fair use laws, and ethics pertaining to scanned and downloaded clip art images, photographs, documents, video, recorded sounds and music, trademarks, and other elements for use in Web publications.
7. Identify netiquette including the use of email, social networking, blogs, texting, and chatting.

8. Describe ethical and legal practices in business professions such as safeguarding the confidentiality of business-related information.

B. EMPLOYABILITY SKILLS

1. Identify positive work practices, e.g., appropriate dress code for the workplace, personal grooming, punctuality, time management, and organization.
2. Demonstrate positive interpersonal skills, e.g., communication, respect, and teamwork.

C. STUDENT ORGANIZATIONS

1. Explain how related student organizations are integral parts of career and technology education courses.
2. Explain the goals and objectives of related student organizations.
3. List opportunities available to students through participation in related student organization conferences/competitions, community service, philanthropy, and other activities.
4. Explain how participation in career and technology education student organizations can promote lifelong responsibility for community service and professional development.

D. APPROACH

1. Explain the use of marketing research information in professional selling.
2. Prospect for customers.
3. Qualify customers/clients.
4. Conduct pre-visit research (e.g., customer's markets/products, customer's competitors, and competitors' offerings).
5. Determine sales strategies.
6. Plan strategies for meeting sales quotas.
7. Develop strategies to win back former customers.
8. Develop a sales-call pattern (e.g., territorial organization).
9. Define sales terms and pricing structure.
10. Explain the nature of key account management.
11. Prepare and implement sales plan.
12. Explain the importance of prospecting (e.g., cold calling, canvassing, referrals, and networking).
13. Analyze customer/client types and buying motives.
14. Obtain and analyze product and service information to facilitate the selling process.

E. DETERMINING NEEDS (PLANNING)

1. Examine the various characteristics of customers/clients.
2. Explain the relationship between the selling process with the buying process.

3. Identify the steps of a sale and techniques used in the selling process.
4. Compare and contrast types of selling (telemarketing, electronic, etc.).
5. Distinguish the steps of a sale and sales techniques needed to sell tangible versus intangible.
6. Identify the legal aspects of sales contracts and warranties.
7. Analyze ethical responsibilities in relationships with sales personnel, customers/clients, competitors and vendors.
8. Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities.

F. DEMONSTRATION

1. Demonstrate product knowledge.
2. Sell goods/services/ideas to individuals and/or groups.
3. Create a sales presentation package to support sales presentation.
4. Feature benefit selling.
5. Verbal and non-verbal communication.

G. ANSWERING QUESTION (OVERCOMING OBJECTIONS)

1. List and explain the types of objections.
2. Identify ways to overcome objections.

H. CLOSING

1. Convert customer/client objections into selling points.
2. Determine buying signals.
3. Negotiate sales terms.
4. Utilizing proper closing techniques.
5. Opportunities in handling rejection.

I. SUGGESTION SELLING

1. Explain benefits of suggestion selling.
2. Explain rules and methods for suggestive selling.
3. Demonstrate suggestive selling methods.

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

1. Ensure proper order fulfillment and delivery methods.
2. Maintain customer/client goodwill and loyalty.
3. Ensure accuracy of the order.
4. Conduct a customer survey.
5. Create client file.
6. Demonstrate ways to handle customer complaints and concerns.

7. Promote customer loyalty programs.
8. Evaluate the overall sales process.

K. PROFESSIONAL DEVELOPMENT

1. Discuss professional selling career opportunities.

L. COMPENSATION

1. Define the different types of compensation plans (salary, draw, commission, and bonus).
2. Define fringe benefits.
3. Define incentives.
4. Explain and maintain expense account.
5. Define Per Diem.
6. Differentiate between allowable and non-allowable expenses.

M. ACCOUNTABILITY

1. Prepare sales reports.