Marketing, Sales and Service

Pathway: Professional Sales and Marketing

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
MKPB01.01	Career Development	#3: Principles of Sales and Promotion	Assess sales-career information to enhance opportunities for career success.	Analyze sales careers to determine careers of interest.	Describe selling's impact on a market economy.
					Identify career opportunities in selling.
					Ascertain educational requirements for sales careers.
					Determine income ranges associated with sales careers.
					Assess working conditions associated with sales careers.
					Determine perquisites (perks) associated with sales careers.
					Describe the lifestyles of salespeople.
					Identify opportunities for advancement in sales careers.
					Explain the personal characteristics associated with sales success.
				Compare individual's abilities, interests, and attitudes with those associated with sales success to determine the match between the two.	Analyze desired lifestyle and that associated with sales careers.
					Discern between desired benefits and those associated with sales careers.
					Contrast personal characteristics with those associated with sales success.
					Examine similarities and differences between personal educational goals and educational requirements for sales careers.

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Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
MKPB02.01	Selling Process and Techniques	#5: Principles of Marketing Research #6: Principles of Sales Management	Employ processes and techniques to sell goods/services/ideas.	Acquire product knowledge needed to perform professional selling.	Synthesize information accompanying product.
					Read promotional literature from manufacturers/service providers.
					Obtain product information available on the Web.
					Identify geographic area in which company provides products.
					Recognize company's product lines.
					Identify ways that customers will use products.
					Determine ways products will perform in different circumstances.
					Master techniques to access additional information or training efficiently.
					Determine sources of and information about competitors' products.
					Compare product with those of competitors.
					Identify product promotions or sales.
					Determine product benefits.
				Prospect to maintain or increase client numbers in professional selling.	Select prospecting techniques.
					Construct prospect list.
					Qualify leads.
					Maintain prospect list.
					Demonstrate prospecting procedures.
				Complete preparation needed to make a sales presentation.	Identify needed sales preparation.
					Write sales letters.
					Obtain/Create sales aids.
					Organize sales talk and materials.

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Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Establish initial relationship with clients to sell goods/services/ideas.	Analyze client information.
					Choose techniques to establish client relationships.
					Implement sales openings.
					Identify client's personality.
					Establish relationships with different types of clients.
					Maintain courteous, professional treatment throughout interaction.
				Determine client needs/wants to increase the likelihood of making immediate and repeat sales.	Question clients to obtain information useful in satisfying their needs.
					Identify client's buying motives as emotional, rational, or patronage.
					Ascertain extent of client's purchase decision-making.
					Use probing techniques to obtain client information.
					Assess client's needs.
				Employ recommendation processes and techniques to educate client and to sell goods/services/ideas.	Base product recommendations on client buying motives and needs.
					Recommend product substitutions, when appropriate.
					Select product to demonstrate.
					Demonstrate product.
					Implement feature-benefit selling.
					Demonstrate cost/benefits/value to client.
					Communicate product improvements to client, when appropriate.
					Provide accurate pricing information.

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			(CONTINUED)	Convert objections into benefits to continue sales process.	Compare objections and excuses.
					Recognize the importance of converting client objections into benefits.
					Provide rationale for product prices and about comparative advantages/disadvantages of differently priced offerings, when appropriate.
					Generate alternative solutions to client's expectations.
					Use techniques to convert client objections into benefits.
				Close sales to conclude sales process.	Make accurate judgments as to whether a client is ready to complete a sale.
					Evaluate verbal signals and body language to judge client's intentions.
					Use sales close appropriate to situation.
					Recommend additional products, as appropriate.
					Determine inventory availability.
					Negotiate sales agreement.
					Calculate client's charges.
					Process paperwork associated with sale.
					Provide clients with information, including accurate order numbers and properly completed paperwork, to enable them to check on status of delivery.
					Explain customer service policies when closing sales.
					Process/accept client's payment.
					Take equipment shortcuts to expedite transactions.

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			(CONTINUED)	Develop and implement a sales follow-up plan to enhance client satisfaction and build sales.	Identify types of follow-up activities.
					Determine occasions to follow up sales activities.
					Contact client in a timely fashion.
					Use appropriate follow-up activities that conform to company policies for sales situations.
					Communicate accurate information about product delivery, when appropriate.
					Take corrective measures, when needed.
					Resolve complaints.
					Maintain ongoing support and communication with client.
					Obtain feedback from clients.
					Treat customer courteously throughout follow-up.
					Provide suggestions for future purchases, including information on products that complement past purchases as well as information on new products.
					Educate client as to changes in standard procedure.
					Train client's personnel, when needed.
					Expand collaborative involvement between companies.
					Meet client's customer service expectations.

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MKPB03.01	Sales Management	#8: Sales Management	Use staffing, organizing, leading, controlling, and planning to manage sales activities.	Staff sales force to meet company needs.	Determine sales force size.
					Establish structure of sales organization.
					Develop profile of desired salespeople.
					Select sales staff.
				Organize sales force and its activities to maximize effectiveness.	Design sales territories.
					Assign staff to sales territories.
					Set up system for covering sales territories.
					Establish sales call reporting activities.
					Design sales force compensation plans and rewards.
				Lead sales force to improve staff's sales abilities.	Design sales training program.
					Train sales force.
					Motivate sales teams.
					Conduct sales meetings.
					Coordinate efforts of multifunctional teams.

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			(CONTINUED)	Control sales staff and activities to maximize sales.	Prepare sales quotas.
					Prepare sales territory analysis.
					Establish prospecting standards.
					Monitor ethical and legal conduct of sales force.
					Justify accounts through territory screening.
					Review and evaluate group sales performance, according to company policies and procedures for measuring and tracking sales goals.
					Review and evaluate individual sales performance, according to company policies and procedures for measuring and tracking sales goals.
				Control sales staff and activities to minimize expenses.	Develop expense-control plan for sales force.
					Analyze sales force's use of time.
					Monitor sales budgets.
				Plan sales activities and strategies to guide sales force.	Develop sales strategy.
					Implement sales tactics.
					Prepare sales budget.
MKPB04.01	Marketing-Information Management	#10: Information Management in Marketing	Monitor marketing information to enhance sales opportunities.	Predict sales to guide business activities.	Estimate market and sales potentials.
					Project sales forecasts realistically.

Additional Recommended
CTE/Degree Major Courses:
#4: Marketing
#7: Principles of Marketing Communications
#9: Consumer Behavior

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