

Appendix K

MARKETING YOUTH APPRENTICESHIP PROGRAM

PROFESSIONAL SALES UNIT 4

Unit 4: Professional Sales Unit

Competency

1. Reinforce company's image to exhibit the company's brand promise

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Identifies the company's brand promise
- Demonstrates the company's customer service policies
- Communicates the brand promise, strategies, and tactics to customers and internal employees
- Coordinates with team members to develop communication strategies that support and drive the company's mission, vision, values, brand, and products

Learning Objectives

- Explain why a company develops a brand promise
- Compare and contrast strategic company brand promise examples
- Describe how the company brand promise can be evident through all components of a business (staff, products, store, etc.)
- Determine ways of reinforcing the company's image through employee performance

Comments:

Unit 4: Professional Sales Unit

Competency

2. Apply customer relationship management to show its contributions to the company

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Uses customer relationship management (CRM) technology
- Confers with customers by telephone or in person to provide information about products or services, take or enter orders, cancel accounts, or obtain details of complaints
- Keeps records of customer interactions or transactions, recording details of inquiries, complaints, or comments as well as actions taken
- Determines charges for products/services requested, collect deposits or payments, or arrange for billing

Learning Objectives

- Discuss the nature of customer relationship management (CRM)
- Explain the role of ethics in customer relationship management (CRM)
- Describe the use of technology in customer relationship management (CRM)
- Explain the use of databases in customer relationship management (CRM)

Comments:

Unit 4: Professional Sales Unit

Competency

3. Utilize digital communication in the selling process

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Analyzes the company's digital sales communication strategies (mobile application, website, social media platforms, in-store, etc.)
- Assists to maintaining/developing digital sales communication strategies that would positively impact sales
- Assists to analyzing the overall impact of the digital sales communication strategies on overall sales

Learning Objectives

- Compare and contrast how businesses and different industries use digital communication in the selling process
- Identify how businesses can track and utilize customer online/in-store shopping habits
- Research technology tools used in the selling process (i.e. Sales Force Automation, Marketing Automation, Predictive Dialer, and Quote & Proposal Systems)
- Incorporate digital communication strategies within the school-based enterprise

Comments:

Unit 4: Professional Sales Unit

Competency

4. Plan sales activities to increase sales efficiency and effectiveness

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Writes down sales activity goals (i.e. calls/customers per day, proposals per month, referrals per call/customer, etc.)
- Sets sales goals (i.e. sales per month, amount per sale, etc.) to measure your progress
- Assists with planning strategies for meeting sales quotas
- Assists with developing strategies to win back former customers

Learning Objectives

- Define the sales management process
- Compare and contrast different company's sales strategies
- Determine factors that might impact a company's sales
- Write down sales activity goals (i.e. calls/customers per day, proposals per month, referrals per call/customer, etc.) for the school-based enterprise
- Set sales goals (i.e. sales per month, amount per sale, etc.) to measure your progress for the school-based enterprise

Comments:

Unit 4: Professional Sales Unit

Competency

5. Acquire product knowledge to communicate product features and benefits to ensure customer satisfaction

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Acquires product information for use in selling
- Uses acquired product information in a sales situation
- Books appointments with prospective clients
- Prepares sales presentation
- Prepares and/or assemble sales materials
- Shows and tells the main features and benefits of a product/service

Learning Objectives

- Discuss how the brand of a product impacts the customer's perception
- Identify product/service features and benefits
- Identify the current popular technology products and services
- Explain the use of brand names in selling.
- Differentiate between consumer and organizational buying behavior
- Identify emerging trends for use in selling

Comments:

Unit 4: Professional Sales Unit

Competency

6. Perform pre-sales activities to facilitate sales presentations

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Prospects for customers
- Qualifies customers/clients
- Implements sales strategies
- Presents a sales presentation
- Develops a sales demonstration that uses technology

Learning Objectives

- Explain the use of marketing-research information in professional selling
- Conduct pre-visit research (e.g., customer's markets/products, customer's competitors, and competitors' offerings)
- Identify ways to communicate to prospective clients
- Determine sales strategies
- Prepare a sales presentation
- Develop a sales demonstration that uses technology

Comments:

Unit 4: Professional Sales Unit

Competency

7. Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Assesses product/service needs of individual personalities
- Qualifies customer's buying motives for use in selling
- Facilitates customer/client buying decisions
- Recommends specific product/service
- Demonstrates product
- Prescribes solution to customer/client needs
- Converts customer/client objections into selling points
- Closes the sale
- Demonstrates suggestion selling
- Identifies additional products/services that could be added to the purchase
- Maintains sales standards

Learning Objectives

- Identify the difference between needs and wants
- Explain the difference between a customer/client excuse and an objection
- Explain the importance of suggestion selling
- Identify reasons why a customer makes purchases
- Identify negotiation tactics
- Describe different ways to successfully complete the sale
- Explain the value and importance of suggestion selling

Comments:

Unit 4: Professional Sales Unit

Competency

8. Process the sale and collect payment to complete the exchange

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Processes the sale using various payment methods
- Demonstrates superior customer service/communication skills while closing the sale
- Plans follow-up strategies for use in selling
- Prepares sales reports

Learning Objectives

- Identify various point-of-sale systems available
- Explain the various payment methods used in processing a sale
- Describe how a point-of-sale system operates and benefits a business
- Explain how to calculate, process, and document orders

Comments:

Unit 4: Professional Sales Unit

Competency

9. Conduct post-sales follow-up activities to foster ongoing relationships with customers

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Provides post-sales service
- Processes returns/exchanges
- Conducts self-assessment of sales performance

Learning Objectives

- Discuss methods used to improve customer service
- Identify methods to obtain customer/client feedback to improve service
- Explain the purpose and value of conducting post-sales follow-up activities
- Describe how businesses can strategically generate repeat customers
- Implement post-sales follow-up activities in the school-based enterprise to improve the overall customer experience

Comments: