Unit 13 Personal Selling and Sales Promotion

Content Area: **Business**
Course(s): **Generic Course**
Time Period: **Semester 2**
Length: **2 Weeks**
Status: **Published**

Standards

CAEP.9.2.12.C.1	Review career goals and determine steps necessary for attainment.
CAEP.9.2.12.C.3	Identify transferable career skills and design alternate career plans.
CAEP.9.2.12.C.4	Analyze how economic conditions and societal changes influence employment trends and future education.
CAEP.9.2.12.C.9	Analyze the correlation between personal and financial behavior and employability.

Enduring Understandings

Personal selling is the interpersonal arm of marketing communications, in which the sales force engages customers and prospects to build relationships and make sales

Essential Questions

How does the sales force structure strategy add value to the marketing process?

What are the trends in online and social media tools and how do they impact sales?

Knowledge and Skills

1. Discuss the role of a company's salespeople in creating value for customers and building customer relationships.

2. Identify and explain the six major sales force management steps

3. Discuss the personal selling process, distinguishing between transaction-oriented marketing and relationship marketing

4. Explain how the sales promotion campaigns are developed and implemented.

Transfer Goals

Analyze the the role of salesforce automationa and its impact on personal and sales promotion

Some things can be generalized to work for a corporation whereas other things do not scale well.

Resources

Marketing, An Introduction by Armstrong and Kotler

Google Doc

Sway