

Unit 3: Selling

Content Area: **21st Century Life & Careers**
Course(s): **Business and Consumer Math**
Time Period: **Semester 1**
Length: **3 Weeks**
Status: **Published**

Unit Introduction

Standards

9.4.N.(1); 9.4.N.(2); 9.4.N.(5); 9.4.N.(6);

BUS.9-12.II.1.A	Characteristics of Consumer Behavior
BUS.9-12.IV.1.A	Products and Services
BUS.9-12.IV.1.A.2	New Product Development and Ideas
BUS.9-12.IV.1.A.3	Packaging
BUS.9-12.IV.1.A.4	Branding
BUS.9-12.IV.1.C	Price
BUS.9-12.IV.1.D	Promotion
BUS.9-12.IV.1.D.2	Sales Promotion
BUS.9-12.IV.1.D.4	Personal Selling

Essential Questions

1. What is the importance of selling?

Content / Skills

CONTENT

- The sales function ^[L]_[SEP]
- Sales management ^[L]_[SEP]
- Personal selling ^[L]_[SEP]
- Preliminary activities of selling ^[L]_[SEP]
- ^[L]_[SEP]Steps of a sale
- Product presentation
- Objections ^[L]_[SEP]
- Closing a sale
- Customer satisfaction ^[L]_[SEP]

SKILLS ^[1]_{SEP} ^[1]_{SEP}

- Explain the purpose and goal of the selling function
- Discuss how selling is related to the marketing concept ^[1]_{SEP}
- Analyze sales trends and technology
- Summarize sales management responsibilities ^[1]_{SEP}
- Explain feature and benefit selling
- List prospecting methods and explain how prospects are qualified
- Explain what to say during the product presentation
- Create an effective product presentation
- Identify customer buying signals
- Decide on appropriate methods for closing a sale