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
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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]
- Sales management [SEP]
- Personal selling [SEP]
- Preliminary activities of selling [stp]
- SEP Steps of a sale
- Product presentation
- Objections [SEP]
- Closing a sale
- Customer satisfaction [1]

SKILLS SEP SEP

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