

# 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

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## Standards

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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

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1. What is the importance of selling?

## Content / Skills

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### CONTENT

- The sales function
- Sales management
- Personal selling
- Preliminary activities of selling
- Steps of a sale
- Product presentation
- Objections
- Closing a sale
- Customer satisfaction

## SKILLS

- ☐ Explain the purpose and goal of the selling function
- ☐ Discuss how selling is related to the marketing concept
- ☐ Analyze sales trends and technology
- ☐ Summarize sales management responsibilities
- 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