

Salesmanship: Grades 10, 11, 12

Adopted 2006

Introduction to Selling

1.1 Define terminology

1. Prepare a list of terms with definitions 1.1.1
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1.2 Explain the importance of human relations in selling

1.3 Explain the importance of repeat customers

1.4 Discuss tangible and intangible resources

1. Classify tangible and intangible resources 1.4.1
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1.5 Identify types of businesses that employ salespeople

1. Analyze local jobs available for salespeople 1.5.1
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1.6 Explain the difference between a salesperson and an order taker

1. Compare the job duties between salespeople and order takers 1.6.1
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1.7 Discuss customer-oriented selling

1.8 List personality traits needed by salespeople

1. Choose positive personality traits of salespeople 1.8.1
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1.9 Discuss what customers expect from salespeople

1. Evaluate local salespeople 1.9.1
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1.10 Identify non-selling duties

1. Distinguish between selling duties and non-selling duties 1.10.1
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1.11 Identify the customer buying process

1. Select the five mental stages of the buying process in correct order 1.11.1
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1.12 List in order the steps of a sale

Preparing to Sell: The Pre-approach

2.1 Define terminology

1. Prepare a list of terms with definitions [2.1.1](#)
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2.2 Cite influences on today's customers

1. Analyze influences affecting customers [2.2.1](#)
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2.3 Discuss wants and needs

1. Differentiate between customer wants and needs [2.3.1](#)
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2.4 Name the different types of customers

1. Compare the different types of customers [2.4.1](#)
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2.5 Discuss customer buying decisions

1. Label customer buying decisions [2.5.1](#)
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2.6 List common buying motives

1. Select appropriate buying motives for stated products [2.6.1](#)
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2.7 Discuss rational and emotional buying motives

1. Choose examples of rational and emotional buying motives [2.7.1](#)
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2.8 Explain the difference between product buying motives and patronage buying motives

2.9 Discuss benefits of product or service knowledge

1. Choose features of a product/service that benefits customers [2.9.1](#)
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The Steps of a Sale

3.1 Cite the importance of the approach

3.2 Identify types of customer approaches

1. Distinguish among approaches, using a mock situation [3.2.1](#)
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3.3 Qualify customers to determine what products will best satisfy their wants and needs

1. Evaluate methods for qualifying customers [3.3.1](#)
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3.4 List three types of customers

3.5 State the purpose of the feature-benefit sales presentation

1. Distinguish between product features and benefits [3.5.1](#)
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3.6 List benefits for each product feature

1. Develop a feature-benefit chart [3.6.1](#)

3.7 Explain how to make a feature-benefit sales presentation

1. Demonstrate how to make a feature-benefit sales presentation [3.7.1](#)
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3.8 Explain the difference between customer objections and excuses

3.9 List types of customer objections

3.10 Name techniques for answering objections

1. Create an effective answer for customer objections to buying [3.10.1](#)
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3.11 Explain closing the sale

1. Demonstrate how to close a sale [3.11.1](#)
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3.12 List techniques for closing the sale

3.13 Discuss suggestive selling

1. Demonstrate suggestive selling techniques [3.13.1](#)
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3.14 State methods for improving selling skills

Special Skill Needed for Selling

4.1 Name parts of a sales receipt

4.2 List types of sales transactions

1. Differentiate between types of sales transactions [4.2.1](#)
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4.3 State the purpose of a cash register

4.4 Identify methods for handling money

1. Calculate correct change [4.4.1](#)
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4.5 Identify methods of shoplifting

4.6 Explain the concept of money manipulators

1. Evaluate the impact of money manipulators [4.6.1](#)
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4.7 List sales supporting duties

Your Future in Selling

5.1 Explain how to get a selling job

1. Create a letter of application [5.1.1](#)
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5.2 List tips on how to succeed in a new sales job

1. Assess skills needed for success in a sales job [5.2.1](#)
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5.3 Discuss entrepreneurship

1. Evaluate the advantages and disadvantages of owning your own business [5.3.1](#)