Arkansas CTE

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`

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`

1.5 Identify types of businesses that employ salespeople

1. Analyze local jobs available for salespeople `1.5.1`

1.6 Explain the difference between a salesperson and an order

1. Compare the job duties between salespeople and order takers `1.6.1`

1.7 Discuss costumer-oriented selling

1.8 List personality traits needed by salespeople

1. Choose positive personality traits of salespeople `1.8.1`

1.9 Discuss what customers expect from salespeople

1. Evaluate local salespeople `1.9.1`

1.10 Identify non-selling duties

1. Distinguish between selling duties and non-selling duties `1.10.1`

1.11 Identify the customer buying process

1. Select the five mental stages of the buying process in correct order `1.11.1`

1.12 List in order the steps of a sale

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Preparing to Sell: The Pre-approach

2.1 Define terminology

1. Prepare a list of terms with definitions 2.1.1

2.2 Cite influences on today's customers

1. Analyze influences affecting customers 2.2.1

2.3 Discuss wants and needs

1. Differentiate between customer wants and needs 2.3.1

2.4 Name the different types of customers

1. Compare the different types of customers 2.4.1

2.5 Discuss customer buying decisions

1. Label customer buying decisions 2.5.1

2.6 List common buying motives

1. Select appropriate buying motives for stated products 2.6.1

2.7 Discuss rational and emotional buying motives

1. Choose examples of rational and emotional buying motives 2.7.1

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

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

3.3 Qualify customers to determine what products will best satisfy their wants and needs

1. Evaluate methods for qualifying customers 3.3.1

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

3.6 List benefits for each product feature

1. Develop a feature-benefit chart 3.6.1

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Explain how to make a feature-benefit sales presentation

1. Demonstrate how to make a feature-benefit sales presentation 3.7.1

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

3.11 Explain closing the sale

1. Demonstrate how to close a sale 3.11.1

3.12 List techniques for closing the sale

3.13 Discuss suggestive selling

1. Demonstrate suggestive selling techniques 3.13.1

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

4.3 State the purpose of a cash register

4.4 Identify methods for handling money

1. Calculate correct change 4.4.1

4.5 Identify methods of shoplifting

4.6 Explain the concept of money manipulators

1. Evaluate the impact of money manipulators 4.6.1

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

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

5.3 Discuss entrepreneurship

1. Evaluate the advantages and disadvantages of owning your own business 5.3.1