

Professional Sales (2015): Grades 9, 10, 11, 12, Higher Education

Adopted 2015

Professional Development: Understand concepts, tools, and strategies used to explore, obtain, and develop in a professional selling career. MKPS.01

- 01. Acquire information about the sales industry to aid in making career choices.** MKPS.01.01
 - a. Explain the nature of professional selling. MKPS.01.01.A
 - b. Explain employment opportunities in professional selling. MKPS.01.01.B
 - c. Discuss the economic and social effects of professional selling. MKPS.01.01.C

- 02. Utilize career-advancement activities to enhance professional development in professional selling.** MKPS.01.02
 - a. Identify professional certification requirements available for professional salespeople. MKPS.01.02.A
 - b. Assess the services provided by professional organizations in selling. MKPS.01.02.B

Marketing Information Management: Gather, access, synthesize, evaluate, and disseminate information to aid in making sales. MKPS.02

- 01. Process marketing information to test hypotheses and/or to resolve issues.** MKPS.02.01
 - a. Analyze market information. MKPS.02.01.A

- 02. Employ marketing information to plan marketing activities.** MKPS.02.02
 - a. Describe the use of target marketing in professional selling. MKPS.02.02.A

Selling: Understand the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future sales opportunities. MKPS.03

- 01. Describe the nature and scope of sales activities.** MKPS.03.01
 - a. Explain the impact of sales cycles. MKPS.03.01.A

- 02. Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.** MKPS.03.02
 - a. Differentiate between consumer and organizational buying behavior. MKPS.03.02.A
 - b. Identify emerging trends. MKPS.03.02.B

03. Perform pre-sales activities to facilitate sales presentation. MKPS.03.03

- a. Explain the use of marketing research information in professional selling. MKPS.03.03.A
- b. Prospect for customers. MKPS.03.03.B
- c. Qualify customers/clients. MKPS.03.03.C
- d. Conduct pre-visit research (e.g., customer's markets/products, customer's competitors, and competitors' offerings). MKPS.03.03.D
- e. Determine sales strategies. MKPS.03.03.E
- f. Book appointments with prospective clients. MKPS.03.03.F
- g. Prepare sales presentation. MKPS.03.03.G
- h. Create a presentation software package to support sales presentation. MKPS.03.03.H

04. Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. MKPS.03.04

- a. Establish relationship with client/customer. MKPS.03.04.A
- b. Address needs of individual personalities. MKPS.03.04.B
- c. Determine customer/client needs. MKPS.03.04.C
- d. Qualify customer's buying motives for use in selling. MKPS.03.04.D
- e. Facilitate customer buying decisions. MKPS.03.04.E
- f. Assess customer/client needs. MKPS.03.04.F
- g. Recommend specific product. MKPS.03.04.G
- h. Demonstrate product. MKPS.03.04.H
- i. Prescribe solution to customer/client needs. MKPS.03.04.I
- j. Convert customer/client objections into selling points. MKPS.03.04.J
- k. Close the sale. MKPS.03.04.K
- l. Demonstrate suggestion selling. MKPS.03.04.L
- m. Negotiate sales terms. MKPS.03.04.M
- n. Maintain sales standards. MKPS.03.04.N
- o. Sell good/service/idea to individuals. MKPS.03.04.O
- p. Sell good/service/idea to groups. MKPS.03.04.P

05. Process the sale to complete the exchange. MKPS.03.05

- a. Calculate miscellaneous charges. MKPS.03.05.A
- b. Process special orders. MKPS.03.05.B
- c. Process telephone orders. MKPS.03.05.C
- d. Process sales documentation. MKPS.03.05.D

06. Conduct post-sales follow-up activities to foster ongoing relationships with customers. MKPS.03.06

- a. Plan follow-up strategies for use in selling. MKPS.03.06.A
- b. Prepare sales reports. MKPS.03.06.B
- c. Provide post-sales service. MKPS.03.06.C
- d. Gather customer/client feedback to improve service. MKPS.03.06.D
- e. Conduct self-assessment of sales performance. MKPS.03.06.E

07. Plan sales activities to increase sales efficiency and effectiveness. MKPS.03.07

- a. Plan strategies for meeting sales quotas. MKPS.03.07.A
- b. Develop strategies to win back former customers. MKPS.03.07.B
- c. Develop a sales-call pattern. MKPS.03.07.C
- d. Establish sales terms. MKPS.03.07.D
- e. Explain the nature of key account management. MKPS.03.07.E
- f. Identify key accounts. MKPS.03.07.F
- g. Design/Implement a key account plan. MKPS.03.07.G
- h. Prepare and implement sales plans. MKPS.03.07.H

08. Staff sales force to meet customer and organizational objectives. MKPS.03.08

- a. Determine structure of sales department/unit. MKPS.03.08.A
- b. Determine sales force size. MKPS.03.08.B
- c. Recruit/Hire salespeople. MKPS.03.08.C
- d. Establish sales territories. MKPS.03.08.D

09. Guide sales staff to improve their success rate and to minimize staff turnover. MKPS.03.09

- a. Explain the nature of sales management. MKPS.03.09.A
- b. Adapt leadership style for salesperson. MKPS.03.09.B
- c. Identify sales-training needs. MKPS.03.09.C
- d. Conduct sales training. MKPS.03.09.D
- e. Determine strategies to motivate sales staff. MKPS.03.09.E
- f. Conduct field accompaniments. MKPS.03.09.F
- g. Conduct sales meetings. MKPS.03.09.G

10. Control sales activities to meet sales goals/objectives. MKPS.03.10

- a. Set sales quotas. MKPS.03.10.A
- b. Analyze sales reports. MKPS.03.10.B
- c. Monitor sales performance. MKPS.03.10.C
- d. Manage salesperson's under-performance. MKPS.03.10.D
- e. Design incentive programs. MKPS.03.10.E
- f. Control sales plans. MKPS.03.10.F