Colorado CTE

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 fut op

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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

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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

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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

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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

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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