

Sales II (2025-2026)

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. 1.00

- 1 Establish relationship with customer/client. 1.01
- 2 Determine prospect's buying motives for use in selling. 1.02
- 3 Determine customer/client needs. 1.03
- 4 Assess prospect's needs in relation to product offering. 1.04
- 5 Respond appropriately to prospect's individual personality type. 1.05
- 6 Propose solution to prospect's needs/challenges (sales talk, sales proposal presentation). 1.06
- 7 Facilitate prospect's buying decisions. 1.07
- 8 Convert customer/client objections into selling points. 1.08
- 9 Demonstrate good/service. 1.09
- 10 Demonstrate suggestion selling. 1.10
- 11 Negotiate sales terms/agreement. 1.11
- 12 Close the sale. 1.12

Understand pre-sales activities used to facilitate sales presentations. 2.00

- 1 Conduct pre-visit research (e.g., customer's markets/products, customer's competitors, and competitors' offerings). 2.01
- 2 Prospect for customers. 2.02
- 3 Conduct preliminary customer/client qualification. 2.03
- 4 Determine sales strategies. 2.04
- 5 Explain the use of marketing-research information in professional selling. 2.05
- 6 Prepare for sales presentations. 2.06

Understand post-sales follow-up activities to foster ongoing

- 1 Plan follow-up strategies for use in selling. 3.01
- 2 Prepare sales reports. 3.02

**relationships with
customers. 3.00**

3 Conduct self-assessment of sales performance. 3.03

4 Gather customer/client feedback to improve service. 3.04

5 Provide post-sales service. 3.05

**Understand legal and
ethical considerations,
regulations, and selling
policies. 4.00**

1 Explain legal and ethical considerations in selling. 4.01

2 Describe the nature of selling regulations and policies. 4.02
