North Carolina CTE

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 fol fos	1 **Plan follow-up strategies for use in selling.** 3.01
	repare sales reports. 3.02

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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