Oregon CTE

Marketing: Professional Sales Knowledge and Skill Statements with Suggested Performance Indicators

Demonstrate an understanding of the techniques and strategies used to foster positive, ongoing relationships with customers FA-PS01	**A** Foster positive relationships with customers to enhance sales (e.g., use digital media to enhance customer post-sales experience) FA-PS01.A
Demonstrate an understanding of the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning FA-PS02	**A** Acquire foundational knowledge of distribution to understand its role and function (e.g., explain the nature and scope of distribution, explain the relationship between customer service and distribution) FA-PS02.A
Demonstrate an understanding of the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions FA-PS03	**A** Employ marketing information to plan marketing activities (e.g., describe the use of target marketing in professional selling) FA-PS03.A **B** Process marketing information to test hypotheses and/or to resolve issues (e.g., analyze market information) FA-PS03.B
Demonstrate an understanding of the co ne client needs and wants	**A** Demonstrate understanding of sales activities to show command of their nature and scope (e.g., explain the impact of sales and buying cycles, describe the impact hat digital communication is having on selling) FA-PS04.A

Skip to main content

and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities FA-PS04	**B** Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer (e.g., identify emerging trends for use in selling, differentiate between consumer and organizational buying behavior) FA-PS04.B
	C Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales (e.g., build rapport and credibility with prospect, respond appropriately to prospect's individual personality type, determine prospect's buying motives for use in selling, facilitate prospect's buying decisions, question/probe to acquire understanding of prospect [priorities, problems, trends, issues, corporate aims and objectives, processes, buying process and criteria, and trading preferences], assess prospect's needs in relation to product offering, propose solution to prospect's needs/challenges [sales talk, sales proposal presentation], demonstrate product solution for prospect's needs, convert customer/client objections into selling points, close the sale, negotiate sales terms/agreement, oversee fulfillment/completion of sale, sell good/service/idea to individuals, sell good/service/idea to groups) FA-PS04.C
	D Perform pre-sales activities to facilitate sales presentation (e.g., explain the use of marketing-research information in professional selling, prospect for customers, conduct preliminary customer/client qualification, conduct previsit research [e.g., customer's markets/products, customer's competitors, and competitors' offerings], determine sales strategies, book appointments with prospective clients, prepare sales presentation prepare and/or assemble sales materials) FA-PS04.D
Demonstrate an understanding of sale completion, support, follow-up and planning FA-PS05	**A** Explain how to or conduct post-sales follow-up activities to foster ongoing relationships with customers (e.g., plan follow-up strategies for use in selling, prepare sales reports, provide post-sales service, gather customer/client feedback to improve service, conduct self-assessment of sales performance) FA-PS05.A
	B Describe how to or plan sales activities to increase sales efficiency and effectiveness (e.g., plan strategies for meeting sales quotas, develop strategies to win back former customers) FA-PS05.B
	C Describe or conduct sales-support activities to meet prospect's needs/requirements (e.g., write product/service proposal, present proposal) FA-PS05.C
	D Explain how to or process the sale to complete the exchange (e.g., calculate miscellaneous charges, process special orders, process telephone orders, process sales documentation) FA-PS05.D