



Name _____

Period _____

Date Started _____

Date Completed _____

Marketing LAP 5A: Selling (part 1)

DoDEA Benchmarks 3.10 3.11

Business/Computer Standard(s)

- ◆ Identify various forms of public relations activities
- ◆ Demonstrate employee ethics
- ◆ Demonstrate good interpersonal skills at all levels
- ◆ Choose appropriate sales promotion tools
- ◆ Demonstrate proper techniques for sales, stockwork, pricing and display

Unit Objectives

- ◆ Use the eight step sales process
- ◆ Explain sales techniques
- ◆ Evaluate sales as a possible career
- ◆ Perform cashier activities

Text Marketing Essentials

Resources Unit 5: Chapters 13, 14
 Student Activity Workbook
 Student Templates

Time Frame 6 hours (suggested)

CHAPTER 13: WHAT IS SELLING

Introduction

Many people have a very negative image of sales as a career because they remember their bad experiences and forget the good ones.

| | | | |
|-------|------|--|------------|
| _____ | READ | pp. 174-80 | |
| _____ | DO | WORKBOOK | pp. 77-78 |
| _____ | READ | pp. 181-83 | |
| _____ | DO | WORKBOOK | pp. 75-6 |
| _____ | DO | QUESTIONS | attached |
| _____ | DO | APPLICATION PROJECT | p. 185, #3 |
| _____ | | This is a Unit Project and will continue in other chapters | |
| _____ | DO | SPREADSHEET QUESTIONS | attached |

Turn in work as instructed

CHAPTER 14: THE SALES PROCESS

Introduction

Think about the last time you walked into the clothing department of a large department store: what was the first contact that a salesperson made with you. Did that contact (called the “approach”) create a positive attitude?

| | | | |
|-------|------|-------------------------------------|--------------|
| _____ | READ | pp. 186-91 | |
| _____ | DO | WORKBOOK | pp. 83-84 |
| _____ | READ | pp. 191-93 | |
| _____ | DO | WORKBOOK | pp. 81-82 |
| _____ | DO | QUESTION | attached |
| _____ | DO | APPLICATION PROJECTS (Unit Project) | p. 195, #1-2 |
| _____ | DO | SPREADSHEET QUESTIONS | attached |

Turn in work as instructed

CHAPTER 13 QUESTIONS

ACADEMIC SKILLS (Communication) p. 184

Write a classified advertisement for a sales position in the school store. Include a brief description of the job responsibilities, as well as the characteristics and skills required for the position. (Check a newspaper for some classified ads before you do this.)

ACADEMIC SKILLS (Human Relations) p. 185

One of the benefits of working as a salesperson for a retail store is receiving an employee discount. Assume you work for a local ski shop and receive a 20 percent employee discount, which can only be used by you and your immediate family members. Your friend is in the market for a new pair of skis and asks you to buy them for him using your discount.

If you refuse, what problems could be caused?

If you agree, what problems could be caused?

What would you do? Why?

Ask you instructor fo the spreadsheet answer on Workbook p. 79. This spreadsheet was developed by a local car dealer to identify the preferences of new car buyers. The printout below lists car features and customer ratings for each feature. The list shows how many male and female customers ranked each feature as a key factor in a buying decision. The dealer will use this information to plan future advertising campaigns. In addition sales personnel will use the information in discussing the various car models with potential customers. Use this chart to answer the questions in your WORKBOOK on p. 80.

CHAPTER 14 QUESTIONS

CRITICAL THINKING (p. 194)

Given the opportunity to train new retail sales associates in the art of approaching customers, what three key concepts would you make sure you covered first. Why?

Ask your instructor for the spreadsheet answer for the Workbook problem on p. 84. This spreadsheet is being used by The Home Supply Store as they plan to build a new retail store in one of the five areas of a large city. The population, total income and number of people over 30 in each area are listed on the spreadsheet. Home Supply found that its stores do better in areas with a population of at least 55,000 over age 30 and average income of approximately \$28,000. (About 70% of the stores customers are over 30). Use this chart to answer the questions in your WORKBOOK on pp. 85-86.

Self Assessment – “I can...”

- define selling and its goals
- find sources of product information
- discuss customer decision making
- relate selling skills to other careers
- identify effective sales characteristics
- list the eight steps of a sale
- explain the importance of the approach method and list three different methods