

COURSE MAM3040: PROMOTION: SALES TECHNIQUES**Level:** Advanced**Theme:** Marketing Systems and Strategies**Prerequisite:** None**Description:** Students learn techniques for successful selling.**Parameters:** No specialized equipment or facilities.**Supporting Courses:** MAM1010 Management & Marketing Basics
MAM2090 Promotion: Print Advertising**Curriculum and Assessment Standards**

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> critique salespersons and customers during the selling process develop and demonstrate proper sales techniques identify personal interests and opportunities as they relate to careers in sales 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> critiquing a minimum of three sales presentations from a variety of resources including: <ul style="list-style-type: none"> live video cases. <p><i>Assessment Tool</i> <i>Assessment Task: Observe and Critique Sales Presentations (MAM3040-1)</i></p> <p><i>Standard</i> <i>Critique 3 presentations, all sections completed</i></p>	20
	<ul style="list-style-type: none"> planning, presenting and self-assessing a person-to-person sales presentation using a product that can be demonstrated. Include all steps of the selling process. <p><i>Assessment Tool</i> <i>Assessment Guide: Sales Presentation (MAM3040-2)</i></p> <p><i>Standard</i> <i>Rating of 2 in each applicable task</i></p>	70
	<ul style="list-style-type: none"> a career profile that includes job descriptions, education/qualification requirements, employment opportunities, advancement potential and salary range. <p><i>Assessment Tool</i> <i>Assessment Task: Career Profiles (MAMCARE)</i></p> <p><i>Standard</i> <i>Three career profiles, all sections completed</i></p>	10

COURSE MAM3040: PROMOTION: SALES TECHNIQUES (continued)

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> demonstrate basic competencies. 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> observations of individual effort and interpersonal interaction during the learning process. <p><i>Assessment Tool</i> <i>Basic Competencies Reference Guide and any assessment tools noted above</i></p>	<p>Integrated throughout</p>

Concept	Specific Outcomes	Notes
<p>The Salesperson</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> define selling and discuss the role of the salesperson in: <ul style="list-style-type: none"> the buying and selling process selling self, the products/services, the business human relations discuss the effect of ethical and legal considerations on the role of the salesperson identify personality traits that are needed by salespeople and indicate why they are important list characteristics that customers expect to find in a salesperson and indicate: <ul style="list-style-type: none"> why they are important why they can have either a positive or negative effect explain what is required in a successful sales presentation. 	
<p>Satisfying Customers</p>	<ul style="list-style-type: none"> describe why people buy describe different customer types describe what produces satisfaction when making a personal purchase: <ul style="list-style-type: none"> evaluation of alternatives making the purchase re-evaluating the purchase. 	<p>See Quality Customer Service (MAM1020).</p>

COURSE MAM3040: PROMOTION: SALES TECHNIQUES (continued)

Concept	Specific Outcomes	Notes
<p>Steps of a Sale</p> <ul style="list-style-type: none"> • Pre-approach • Approach • Determining Customer Needs and Wants • Planning the Presentation 	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • describe how a salesperson prepares for the customer: <ul style="list-style-type: none"> – customer characteristics/motives – product/service information • research and analyze information related to prospective customers and product information • explain how the welcome statement can help get attention and establish customer rapport • practise using different approaches for a variety of situations including social, service and merchandising • explain the effectiveness and timing used by the salesperson to identify the customer needs and wants: <ul style="list-style-type: none"> – observe customer – selling statement(s) – ask question(s) – listen to customer • develop a series of questions to determine the customer’s needs • describe the importance of determining the type of customer and how the sales presentation is tailored to encourage the customer • explain how the salesperson can recognize customer buying signals • suggest possible sales activities/responses for customer personality types • describe the use of sensory appeal in sales demonstrations and how it is effective • identify other techniques that are used by salespersons to encourage customers • list at least 10 unique selling points (USP) for a product • turn product features or USPs into customer benefits 	<p>Practise sale techniques through role playing.</p> <p>Decided, undecided, just looking, friendly, know-it-all, silent, deliberate.</p> <p>Sensory appeal—appeal to the five senses: taste, touch, sight, hearing, smell.</p> <p>(USP: unique selling points).</p>

COURSE MAM3040: PROMOTION: SALES TECHNIQUES (continued)

Concept	Specific Outcomes	Notes
<ul style="list-style-type: none"> • Handling Customer Objections • Closing the Sale 	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • explain what a salesperson can do to counteract customer: <ul style="list-style-type: none"> – excuses – objections • describe possible techniques for answering objections and indicate under what circumstances they could be appropriately used as an answering method • prepare a variety of objections that customers may raise and describe how to overcome these objections effectively • describe how a natural close to the sale can be achieved by including the following alternatives: <ul style="list-style-type: none"> – stop demonstrating/showing the product – narrow the selection – discuss ownership – ask to buy (will this be cash or charge) – determine why there is reluctance – be confident • describe the conditions under which the salesperson determines the appropriate time to close the sale • explain the purpose of the trial close and how it can be included in the sales discussion • list a variety of closing techniques and describe the circumstances that would best support each • describe lost sales, errors in closing a sale and preparing for the next sale • identify the techniques that can be used to support more sales (currently, in the future) • demonstrate the mechanics of closing: <ul style="list-style-type: none"> – ringing in the sale – wrapping/bagging merchandise – taking leave. 	<p>Question, yes, but, superior point, direct-denial, boomerang, third-party, demonstration, close-on-an objection.</p> <p>Obtain small favourable decisions. Reinforce added decisions.</p> <p>Seek frequent agreement. Narrow the choice. Assumption (will this be cash or charge?). Offer a premium. Last-chance-to-buy.</p> <p>For example, suggestion selling (ask if customer would like a tie with a suit or sell an extended warranty with an automobile).</p>

COURSE MAM3040: PROMOTION: SALES TECHNIQUES (continued)

Concept	Specific Outcomes	Notes
Non-selling Duties	<p><i>The student should:</i></p> <ul style="list-style-type: none">• describe how sales support activities link to success in sales:<ul style="list-style-type: none">– stock-keeping– housekeeping– building displays– preventing loss/waste– directing customers– handling complaints– following store policy.	See Quality Customer Service (MAM1020).
Career Exploration	<ul style="list-style-type: none">• analyze a variety of career opportunities in sales• identify personal interests, talents and experiences as they relate to careers in sales	Define key terms related to career path/ladders, entry-level positions, mid-management, management positions.

