**Course Description:**

Professional and Technical Sales will explore sales processes and techniques used in a business-to-business environment. Learners will develop knowledge and skills to develop and maintain positive business relationships, in addition to negotiating and adjusting prices and sales terms. This course also includes learning outcomes in marketing and business communications, including marketing research, information management and social media communications.

**Strand 1. Business Operations/21st Century Skills**

Learners apply principles of economics, business management, marketing and employability in an entrepreneur, manager and employee role to the leadership, planning, developing and analyzing of business enterprises related to the career field.

**Outcome 1.1 Employability Skills**

Develop career awareness and employability skills (e.g., face‐to‐face, online) needed for gaining and maintaining employment in diverse business settings.

**Competencies**

1.1.1 Identify the knowledge, skills and abilities necessary to succeed in careers.

1.1.2 Identify the scope of career opportunities and the requirements for education, training, certification, licensure, and experience.

1.1.8 Identify the correlation between emotions, behavior and appearance and manage those to establish and maintain professionalism.

**Outcome 1.2 Leadership and Communications**

Process, maintain, evaluate and disseminate information in a business. Develop leadership and team building to promote collaboration.

**Competencies**

1.2.2 Deliver formal and informal presentations.

1.2.3 Identify and use verbal, nonverbal, and active listening skills to communicate effectively.

1.2.4 Use negotiation and conflict-resolution skills to reach solutions.

1.2.5 Communicate information (e.g., directions, ideas, vision, workplace expectations) for an intended audience and purpose.

1.2.6 Use proper grammar and expression in all aspects of communication.

1.2.7 Use problem-solving and consensus-building techniques to draw conclusions and determine next steps.

1.2.9 Identify advantages and disadvantages involving digital and/or electronic communications (e.g., common content for large audience, control of tone, speed, cost, lack of non-verbal cues, potential for forwarding information, longevity).

1.2.10 Use interpersonal skills to provide group leadership, promote collaboration and work in a team.

1.2.12 Use technical writing skills to complete forms and create reports.

1.2.13 Identify stakeholders and solicit their opinions.

**Outcome 1.3 Business Ethics and Law**

Analyze how professional, ethical and legal behavior contributes to continuous improvement in organizational performance and regulatory compliance.

**Competencies**

1.3.6 Identify deceptive practices (e.g., bait and switch, identity theft, unlawful door-to-door sales, deceptive service estimates, fraudulent misrepresentations) and their overall impact on organizational performance.

1.3.9 Identify potential conflicts of interest (e.g., personal gain, project bidding) between personal, organizational and professional ethical standards.

**Outcome 1.4 Knowledge Management and Information Technology**

Demonstrate current and emerging strategies and technologies used to collect, analyze, record and share information in business operations.

**Competencies**

1.4.2 Select and use software applications to locate, record, analyze and present information (e.g., word processing, e-mail, spreadsheet, databases, presentation, Internet search engines).

1.4.6 Use an electronic database to access and create business and technical information.

1.4.7 Use personal information management and productivity applications to optimize assigned tasks (e.g., lists, calendars, address books).

**Strand 2. Business Foundations**

Learners acquire foundational knowledge of business activities supported by economic principles, business processes and global business considerations.

**Outcome 2.1 Business Activities**

Relate business functions to business models, operations and strategies.

**Competencies**

2.1.11 Explain the role and function of the sales department and how it interacts with other business activities.

2.1.13 Explain factors that motivate customers, clients and businesses to buy, and actions employees can take to achieve the business’s desired results.

2.1.15 Evaluate the impact of technology on business activities.

2.1.16 Compare the differences in implementation of business activities that occur in big versus small business.

**Outcome 2.2 Economic Principles**

Relate principles of applied economics to business models, operations and strategies.

**Competencies**

2.2.11 Explain the impact of the law of diminishing returns and the concept of economies of scale.

2.2.12 Describe the types of market structures (e.g., perfect competition, monopolistic, oligopoly, monopoly).

2.2.14 Compare and contrast the phases of business cycles (i.e., expansion, peak, contraction, trough).

**Strand 3. Business Communications**

Learners communicate with internal and external stakeholders by applying relationship management techniques and business communication processes and strategies.

**Outcome 3.1 Customer Relations**

Develop, maintain and grow positive internal and external customer relationships.

**Competencies**

3.1.1 Describe the importance of meeting and exceeding customer expectations.

3.1.2 Describe how the use of technology can impact customer relationships.

3.1.3 Explain the difference between the cost of acquiring and maintaining customers.

3.1.4 Explain how customer relationships impact acceptance of business policies, recommendations and requirements of service.

3.1.5 Describe the importance of maintaining confidentiality and security of customer information.

3.1.6 Describe how a business's image and culture reflect the brand promise.

3.1.7 Communicate how the brand promise is reflected in the business's image and culture.

3.1.8 Explain the role and function of customer relationship management and its impact on business processes.

3.1.9 Identify opportunities to use social media to develop and maintain customer relationships.

**Outcome 3.2 Relationship Management**

Manage internal and external business relationships.

**Competencies**

3.2.1 Describe how differing personality types, communication and leadership styles impact business relationships.

3.2.2 Explain how alignment between personal and organizational goals contributes to a successful business.

3.2.4 Manage crises in relationships.

3.2.5 Describe how organizational culture impacts business relationships.

3.2.6 Describe how sharing best practices impacts business relationships.

**Outcome 3.3 Business Communications Management**

Plan, create and evaluate internal and external business communications.

**Competencies**

3.3.1 Identify organizational communication protocols and select communication strategies as appropriate.

3.3.2 Explain how the content of communications creates reputational, legal and regulatory exposure for organizations; and describe how to manage the risk individually and collectively.

3.3.3 Implement strategies to solicit and provide feedback.

3.3.4 Develop persuasive communications to gain audience commitment.

3.3.5 Communicate the business’s plans, strategies and procedures; and verify the understanding of recipients.

3.3.7 Describe the purpose of business communications in managing crises.

3.3.9 Interpret research data into information for decision-making (e.g., interpret descriptive statistics, correlations), and translate findings into actionable business recommendations.

3.3.10 Communicate research information to others using creative visual and interactive elements.

3.3.11 Identify strategies to promote diversity, equity and inclusion in business communications.

**Outcome 3.4 Marketing Communications**

Communicate information about products, services, images or ideas.

**Competencies**

3.4.13 Identify types of sales promotion (e.g., signage, slogans and taglines, brand identifiers, frequency or loyalty programs, specialty promotions, special events, trade shows or expositions, web games).

3.4.14 Describe the role, organization and fee structures of advertising agencies.

**Outcome 3.5. Social Media Communications**

Plan, create and evaluate social media communications.

**Competencies**

3.5.1 Describe how personal social media use can impact the business.

3.5.2 Compare and contrast the use of social media for personal and business purposes.

3.5.4 Establish and implement approaches to grow following and engagement, both paid and organic.

3.5.13 Identify emerging customer trends through social networking.

**Strand 4. Business Governance**

Learners acquire foundational legal knowledge and apply business governance principles to minimize risk, maintain organizational compliance and establish and maintain organizational structure.

**Outcome 4.6 Corporate Social Responsibility**

Identify and evaluate corporate social responsibility policies and strategies.

**Competencies**

4.6.1 Compare and contrast ethical challenges across industry sectors, global markets, nonprofit and for-profit organizations and business activities.

4.6.2 Describe the purpose of corporate social responsibility policies and practices, and their impact on business activities.

4.6.3 Identify factors that impact the social responsibility policies implemented by businesses (e.g., national and state and local regulations, market or customer trends, profit considerations).

4.6.5 Differentiate ways in which businesses exhibit corporate social responsibility across industry sectors.

**Strand 5. Marketing**

Learners create, communicate and evaluate business offerings by applying marketing functions.

**Outcome 5.1 Marketing Fundamentals**

Identify principles of marketing and marketing functions.

**Competencies**

5.1.1 Identify marketing functions, their interrelatedness and the metrics used to measure their success.

5.1.3 Identify legal and ethical issues associated with marketing.

5.1.6 Explain the role and function of pricing and factors affecting pricing decisions (e.g., customer value perception, brand, negotiating power, corporate policies, competitive strategy, stage of customer life cycle).

5.1.9 Describe the role and function of promotion.

5.1.10 Describe the role and function of selling.

5.1.11 Describe sales processes and techniques used to facilitate selling.

**Outcome 5.3 Marketing Information Management**

Collect, analyze and distribute marketing information.

**Competencies**

5.3.3 Describe data and reports that are monitored for marketing decision-making.

5.3.4 Communicate marketing-information that delivers relevant insights into issues, problems, questions or opportunities.

5.3.5 Analyze business information to monitor brands and changes that could impact marketing (e.g., customer databases, partners’ and competitors’ activities, sales and operational data, business environment including other industries).

**Outcome 5.4 Marketing Research**

Apply qualitative and quantitative research methods to collect, analyze and distribute marketing data.

**Competencies**

5.4.16 Apply data to support real-time customization of customer interactions.

5.4.17 Identify and evaluate marketing data needs.

5.4.18 Identify sources of relevant, new marketing data.

**Outcome 5.5 Marketing Planning**

Identify, select and evaluate marketing strategies to reach targeted audiences.

**Competencies**

5.5.3 Describe the concepts of market and market identification.

5.5.4 Identify market segments and select target market(s).

5.5.5 Profile target customer to determine market needs and customer demand for products and services.

5.5.8 Conduct a competitive analysis.

5.5.9 Forecast sales and establish sales goals.

**Outcome 5.6 Pricing**

Set and adjust prices to maximize profit and maintain customer and/or client satisfaction.

**Competencies**

5.6.1 Describe the functions of prices in markets.

5.6.2 Establish pricing objectives that consider the outcome of marketing research and planning.

5.6.3 Calculate a base price for product and services (e.g., cost, demand, competition).

5.6.4 Determine product’s cost (e.g., breakeven, ROI, markup).

5.6.5 Develop seasonal and situational pricing policies.

5.6.6 Evaluate pricing strategies to identify needed changes.

5.6.7 Compare and contrast the products and services in business-to-business (B2B) and business-to-consumer (B2C) environments.

5.6.8 Compare and contrast the pricing of tangible and intangible products.

**Outcome 5.9 Selling**

Plan, implement and evaluate sales activities.

**Competencies**

5.9.1 Describe buying motives used to enhance customer relationships and increase the likelihood of making sales.

5.9.2 Explain the impact of sales and buying cycles on sales activities.

5.9.3 Identify sources of product information that can be used to communicate product benefits.

5.9.4 Perform pre-sales activities to facilitate sales presentation.

5.9.5 Implement sales processes and techniques to enhance customer relationships and solicit sales.

5.9.6 Develop and present sales proposal.

5.9.7 Overcome objections and complete the sales transaction.

5.9.8 Conduct post-sales follow-up activities to foster ongoing relationships with customers.

5.9.9 Plan sales activities and identify key performance indicators (KPIs) to increase sales efficiency and effectiveness.

5.9.10 Implement retail sales support activities that facilitate the sales process (delivery, packing and wrapping, special orders, gift certificates, returns or exchanges, retail sales documentation).

5.9.11 Identify considerations for staffing a sales force (e.g., structure, size, territories).

**Strand 7. Operations Management**

Learners identify and apply policies, processes and strategies for business operations.

**Outcome 7.2 Sourcing and Procurement**

Plan, implement and evaluate sourcing and procurement activities.

**Competencies**

7.2.4 Describe how the bid or contracting process (e.g., bid specification, vendor or supplier search, bid review, selection of vendor) impacts business objectives.

7.2.12 Explain the role and function of supplier diversity initiatives.

**Strand 8. Data and Process Management**

Learners apply principles of business process management to collect, analyze and distribute data and maintain business knowledge and information systems.

**Outcome 8.3 Information Management**

Identify, select and evaluate information management policies, processes and strategies.

**Competencies**

8.3.2 Manage and maintain business records (e.g., accounting information, routing orders, tracking shipments, expense reports, healthcare data, customer data, budget data, quality data, human resources data).

8.3.5 Identify and evaluate tools, systems, and processes to manage preparation and documentation of business records.

8.3.6 Perform scheduling functions to facilitate on-time completion of work activities (e.g., calendars, travel arrangements and itineraries, meeting arrangements and requests for audiovisual or technical support and information).

8.3.8 Apply policies and procedures to protect business information.