



Principles of Selling

Career Cluster	Marketing
Course Code	12202
Prerequisite(s)	Marketing Principles recommended
Credit	0.5
Program of Study and Sequence	Marketing Principles – Principles of Selling – Other pathway course or Capstone Experience
Student Organization	Family, Career and Community Leaders of America (FCCLA) – Future Business Leaders of America (FBLA)
Coordinating Work-Based Learning	Tours, Job Shadows, Informational Interviews
Industry Certifications	N/A
Dual Credit or Dual Enrollment	https://sdmylife.com/prepping-for-college/dual-credit
Teacher Certification	Business Management & Administration Cluster Endorsement; Marketing Cluster Endorsement; Finance Cluster Endorsement; Banking Services & Business Finance Pathway Endorsement; Insurance, Securities & Investments Pathway Endorsement; *Business Education; *Marketing Education
Resources	N/A

Course Description

Principles of Selling offers students an overview of the sales career and sales process. Topics include principles of selling, consumer and business buying behavior, the sales process and customer relationship management.

Program of Study Application

Principles of Selling is a pathway course in the Marketing career cluster, Professional Sales pathway.

Course Standards

PS 1: Students will understand the role of sales.

<i>Webb Level</i>	<i>Sub-indicator</i>
One Recall and Recognition	PS 1.1 Identify and explore sales career opportunities.
One Recall and Recognition	PS 1.2 Identify the promotional mix.
Two Skill/Concept	PS 1.3 Identify the role of sales in the promotional mix.

PS 2: Students will understand the unique challenges of ethical decisions in sales.

<i>Webb Level</i>	<i>Sub-indicator</i>
Four Extended Thinking	PS 2.1 Apply ethical reasoning to a variety of workplace situations in order to make ethical decisions.
Two Skill/Concept	PS 2.2 Evaluate alternative responses to workplace situations based on legal responsibilities and employer policies.
Two Skill/Concept	PS 2.3 Evaluate alternative responses to workplace situations based on personal or professional ethical responsibility.
Three Strategic Thinking	PS 2.4 Identify and explain personal and long-term workplace consequences of unethical or illegal behaviors.

PS 3: Students will understand consumer and business buying behavior.

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	PS 3.1 Differentiate between consumer needs and wants.
Two Skill/Concept	PS 3.2 Identify the consumer decision-making process.
Two Skill/Concept	PS 3.3. Understand the difference between business to consumer and business to business sales.
Two Skill/Concept	PS 3.4 Understand unique aspects of business buying behavior.

PS 4: Students will understand the sales process.

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	PS 4.1 Understand the steps in the sales process.
Two Skill/Concept	PS 4.2 Explain lead generation and qualification.
Three Strategic Thinking	PS 4.3 Identify and utilize needs assessment.
Three Strategic Thinking	PS 4.4 Demonstrate the sales presentation.
Three	PS 4.5 Identify customer concerns and strategies to handle objections.

Strategic Thinking	
Three Strategic Thinking	PS 4.6 Identify when and how to close a sale.
Two Skill/Concept	PS 4.7 Determine the importance of follow up within the sales process.

PS 5: Students will identify the importance of customer relationship management (CRM).

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	PS 5.1 Understand the customer relationship management concept.
Three Strategic Thinking	PS 5.2 Explore available CRM technologies.