

## DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Selling

Course Code: **040001**

CIP Code: **52.1401**

### **COURSE INTRODUCTION:**

An instructional program for students who are interested in a career in the field of marketing and management. This course includes instructional areas designed to provide an understanding of the fundamental marketing processes and an orientation to the American free enterprise system. The program may utilize the Marketing Education internship to support classroom instruction.

**UNIT DESCRIPTION:** Students will understand the concepts and actions

**SUGGESTED UNIT TIMELINE:** 2 weeks

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needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.		CLASS PERIOD (min.): 50 min				
<b>ESSENTIAL QUESTIONS:</b>						
1. What negotiation skills should be used to persuade a customer to purchase goods/services?						
2. What is the selling process and how can this be used to motivate buying behavior?						
3. What is the impact of the sales cycle in the professional sales environment?						
4. What techniques can be utilized to improve customer relationships and satisfaction?						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CLEs	PS	CCSS	MBA Research Standards	DOK
1. Explain the nature of positive customer relations				SL.9-10.6	Understands the techniques and strategies used to foster positive, ongoing relationships with customers.	1
2. Demonstrate a customer-service mindset				SL.9-10.1.a	Understands the techniques and strategies used to foster positive, ongoing relationships with customers.	2
3. Explain management's role in customer relations				SL.9-10.1.a	Understands the techniques and strategies used to foster positive,	2

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					ongoing relationships with customers.	
4. Explain the role of ethics in customer relationship management				SL.11-12.4	Understands the techniques and strategies used to foster positive, ongoing relationships with customers.	<b>3</b>
5. Describe the use of technology in customer relationship management				W.11-12.6	Understands the techniques and strategies used to foster positive, ongoing relationships with customers.	<b>2</b>
6. Explain external planning considerations				WHST.11-12.5	Understands tools, techniques, and strategies that affect a business's ability to plan, control, and organize an organization/department.	<b>2</b>
7. Explain the nature and scope of the selling function				SL.11-12.4	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>2</b>
8. Explain the role of customer service as a component of selling relationships				SL.9-10.1.d	Understands the concepts and actions needed to determine client needs and wants	<b>2</b>

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9. Explain key factors in building a clientele				SL.11-12.1.d	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>2</b>
10. Explain company selling policies				SL.11-12.4	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>2</b>
11. Compare and contrast selling and regulations and business ethics in selling				RI.11-12.8	Understands the concepts and actions needed to determine client needs and wants	<b>3</b>

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12. Acquire product information for use in selling				WHST.11-12.7	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>1</b>
13. Analyze product information to identify product features and benefits				WHST.11-12.7	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>4</b>
14. Explain the selling process				SL.11-12.5	Understands the concepts and actions needed to determine client needs and wants	<b>2</b>

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15. Discuss motivational theories that impact buying behavior				SL.11-12.5	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>2</b>
16. Provide service after the sale				W.11-12.2.f	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>3</b>
17. Prepare cash drawers/banks				N-Q.1	Understands the concepts and actions needed to determine client needs and wants	<b>2</b>

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18. Open/Close register/terminal				N-Q.1	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>2</b>
19. Explain the impact of sales cycles				WHST.11-12.7	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>2</b>
20. Differentiate between consumer and organizational buying behavior				RST.11-12.5	Understands the concepts and actions needed to determine client needs and wants	<b>3</b>

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21. Identify emerging trends				RST.11-12.6	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>1</b>
22. Explain the use of marketing-research information in professional selling				RST.11-12.7	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>2</b>
23. Prospect for customers				WHST.11-12.8	Understands the concepts and actions needed to determine client needs and wants	<b>2</b>



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24. Qualify customers/clients				SL.11-12.2	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>2</b>
25. Conduct pre-visit research (e.g., customer's markets/ products, customer's competitors, and competitors' offerings)				SL.11-12.1.a	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>3</b>
26. Determine sales strategies				SL.11-12.1.a	Understands the concepts and actions needed to determine client needs and wants	<b>2</b>

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27. Schedule appointments with prospective clients				W.11-12.10	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>1</b>
28. Prepare sales presentation				W.11-12.5	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>3</b>
29. Establish relationship with client/customer				SL.11-12.1.a	Understands the concepts and actions needed to determine client needs and wants	<b>2</b>

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30. Process special orders				L.11-12.4.c	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>2</b>
31. Process sales documentation				L.11-12.4.c	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>2</b>
32. Prepare sales reports				S-ID.1	Understands the concepts and actions needed to determine client needs and wants	<b>2</b>

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33. Gather customer/client feedback to improve service				WHST.11-12.6	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>3</b>
34. Plan strategies for meeting sales quotas				WHST.11-12.9	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>2</b>
35. Develop strategies to win back former customers				SL.9-10.1.c	Understands the concepts and actions needed to determine client needs and wants	<b>3</b>

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36. Establish sales terms				WHST.11-12.1.d	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>2</b>
37. Prepare and implement sales plans				WHST.11-12.1.d	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>3</b>
38. Set sales quotas				WHST.11-12.6	Understands the concepts and actions needed to determine client needs and wants	<b>1</b>

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39. Manage salesperson's underperformance				WHST.11-12.9	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>4</b>
40. Design incentive programs				WHST.9-10.1.d	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>3</b>
41. Provide legitimate responses to inquiries				SL.11-12.2	Understands the concepts, strategies, and systems used to obtain and convey ideas and	<b>3</b>

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					information.	
42. Defend ideas objectively				SL.11-12.1.c	Understands the concepts, strategies, and systems used to obtain and convey ideas and information.	<b>3</b>
43. Respond to customer inquiries				SL.11-12.1.d	Understands the concepts, strategies, and systems used to obtain and convey ideas and information.	<b>2</b>
44. Interpret business policies to customers/clients				SL.11-12.1.d	Understands the concepts, strategies, and systems used to obtain and convey ideas and information.	<b>3</b>
45. Establish relationship with customer/client				RI.11-12.3	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>2</b>
46. Determine customer/client needs				SL.11-12.3	Understands the concepts and actions needed to determine client needs and wants and respond through	<b>2</b>

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47. Recommend specific product				SL.11-12.1.d	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>1</b>
48. Demonstrate good/service				SL.11-12.1.d	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>3</b>
49. Convert customer/client objections into selling points				SL.11-12.2	Understands the concepts and actions needed to determine client needs and wants and respond through	<b>3</b>



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50. Close the sale				SL.11-12.4	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>2</b>
51. Demonstrate suggestion selling				SL.9-10.5	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>3</b>
52. Collect payment from customer to complete customer transaction				A-SSE.1.a	Understands the concepts and actions needed to determine client needs and wants and respond through	<b>1</b>

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53. Plan follow- up strategies for use in selling				W.11-12.2.f	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>2</b>
54. Analyze sales performance				N-Q.1	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>4</b>
55. Demonstrate negotiation skills					Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others.	<b>3</b>

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<b>ASSESSMENT DESCRIPTIONS*:</b> (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc. )	
<b>*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above ( i.e., Grade Level/Course Title/Course Code, Unit #.)</b>	
<b>Obj. #</b>	<b>INSTRUCTIONAL STRATEGIES (research-based):</b> (Teacher Methods)
1-55	<b>1. Lecture, guided practice, independent learning, research</b>
1-55	<b>2. Cooperative learning, project based learning</b>
<b>Obj. #</b>	<b>INSTRUCTIONAL ACTIVITIES:</b> (What Students Do) Upload activities from the selling folder in marketing 1 share folder.
1-55	<b>1. Teacher will discuss selling strategies, including target markets. Discuss video on door-to-door selling.</b>
1-55	<b>2. Students will complete Shark Tank activities.</b>
<b>UNIT RESOURCES: (include internet addresses for linking)</b>  <b>Resources @ MCCE:</b>  <b>MCE DVD ROM 12 - Buy-ology: The Science of Buying and Selling How They Sell</b> Films for the Humanities & Sciences PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2004. DVD ROM — Shopping, once simply a basic task, now vies with television as America's most popular leisure activity. How are retailers cashing in on all that discretionary spending? From the Turkish bazaar to the Mall of America, this program reveals the strategies being used to ensure that wallets and purses remain open for business. Retail anthropologist Paco Underhill, shopping center architect Eric Kuhne, retail analyst Claire Williams, Amazon.com's Jeff Bezos, and Geoff Burch, "the world's most persuasive man," share their insights into the importance of advertising, store design, product placement, and buyer behavior analysis--all underlying aggressive new approaches that have redefined consumers as targets. 51 minutes  <b>MCE DVD ROM 25 - Tom Hopkins LIVE: Mastering the Art of Selling</b> Better Life Media, Inc. PLYMOUTH, MN, BETTER LIFE MEDIA, INC., 2004. DVD ROM — Whether you want to sell homes, cars, financial services or just an idea, following these practical tips developed by sales legend Tom Hopkins will help you "close" the sale easily and professionally.	

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### **MCE DVD ROM 28 - Jeffrey Gitomer LIVE: How to Not Suck at Sales**

Better Life Media, Inc.

PLYMOUTH, MN, BETTER LIFE MEDIA, INC., 2005.

DVD ROM — Tear up those business cards and trash those marketing brochures. The old ways of selling have changed for good. Jeffrey Gitomer is here to teach you the new ones as well as how to put the fun back into your sales career. DVD & Audio CD

### **MCE DVD ROM 29 - Terri Sjodin LIVE: New Sales Speak**

Better Life Media, Inc.

PLYMOUTH, MN, BETTER LIFE MEDIA, INC., 2004.

DVD ROM — Banish stage fright, stop relying on visual aids and start persuading your audience because you can deliver a great presentation. Top speaking pro Terri Sjodin will show you how. DVD & Audio CD

### **MCE DVD ROM 40 - Dr. Kerry Johnson: The Trust Factor**

Dr. Kerry Johnson

WATERFORD, MI, SEMINARS ON DVD, 2005.

DVD ROM — Building trust and rapport has never played as important a role as it does in today's business climate. People want to feel a true relationship with their sales representative, or they will simply go to the Internet and find a less expensive alternative. In this high-energy seminar, you'll discover some of the most advanced techniques for quickly breaking the ice with your clients and connecting with them at a deeper level. Dr. Kerry Johnson will teach you the differences between the visual, the auditory, and the kinesthetic communication styles, and how to stay in rapport with each one. You'll develop insights into the most persuasive words & colors to use in business. He'll also show you how to increase the number of referrals you get by doing customer check-ups on a regular basis. Part one - 30 minutes, Part two - 24 minutes

### **MCE DVD ROM 41 - Brian Tracy: Outselling Your Competition**

Brian Tracy

WATERFORD, MI, SEMINARS ON DVD, 2006.

DVD ROM — Learn how to sell more, faster and easier than ever before with a series of practical, proven techniques. Also, learn how to get motivated and stay motivated day after day. In this program you'll learn how to: REACH YOUR GOALS FASTER THAN EVER BEFORE; UNCOVER THE BIGGEST OBSTACLE TO SUCCESS; CREATE AN EVEN MORE COMPELLING FUTURE; INCREASE YOUR INCOME IN RECORD TIME; CREATE POSITIVE NEW HABITS & BREAK THE NEGATIVE ONES. Part one - 58 minutes, Part two - 40 minutes.

### **MCE DVD ROM 9 - Secrets of Negotiating Profitable Sales**

Films for the Humanities & Sciences

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PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2003.

DVD ROM — The difference between making a sale and making a profitable sale means more than just an extra zero or two on the bottom line. This program narrated by Bob Kimball emphasizes the importance of negotiating win-win sales. Key discussion points include getting everything on the table before beginning to negotiate, remembering that price is only one element of the total package, and never making a concession without receiving one in return. 26 minutes

### **MCE VIDEO 104 - A Flea Market Documentary**

WQED Pittsburgh

ALEXANDRIA, VA, PBS VIDEO, 2001.

VIDEO — This program is full of great old stuff, funny salespeople, and committed collectors. It's a celebration of the ancient tradition of the open-air market and the perpetual possibility of finding a bargain. 60 minutes

### **MCE VIDEO 218 - Personal Selling & Sales Management**

ACT Multimedia Products and Services

OLATHE, KS, ACT MULTIMEDIA PRODUCTS AND SERVICES, 2004.

VIDEO — Demonstrates the principles of sales management and personal selling, including the 6-stage personal selling process. Case Study: The Telein Group, Inc. 30 minutes.

### **MCE DVD ROM 43 - Michael Wickett: Creating Customers for Life**

Michael Wickett

WATERFORD, MI, SEMINARS ON DVD, 2006.

DVD ROM — This program delivers practical and powerful strategies for connecting with customers at a deeper level through questions, listening, and communication excellence. In this program you'll learn: How to ask the most important questions at the right time; Turn customers into walking testimonials; Receive high quality, honest answers to your questions; Outsmart the competition with clever sales ideas; Strengthen relationships by supporting people's aliveness. One hour 32 minutes.

### **MCE DVD ROM 8 - Managing Difficult Situations**

Films for the Humanities & Sciences

PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2003.

DVD ROM — The customer is not always right, but the customer's needs remain the number one priority. This program moves beyond the fundamentals of good customer service to the problems of dealing with more complex and difficult situations: How do you satisfy customers who want something you cannot give them? How do you work out a deal with a customer when you cannot agree on the terms? What are the most effective ways of dealing with angry customers? 20 minutes.

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### **MCE DVD ROM 10 - Internet Shopping in the 21st Century**

Films for the Humanities & Sciences

PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2004.

DVD ROM — This program links two innovators who really know e-commerce: Amazon.com's Jeff Bezos, standard-bearer for all companies operating solely online, and David Dyer, president and CEO of Lands' End, who expanded his brand into cyberspace as well as into the clothing department of Sears to make his business a leader in the apparel arena. Together they address the challenges of e-tailing in the post-New Economy world while MBA students and faculty ask questions about internet privacy, the commercial digital divide, and consumer demands for very rapid delivery. 57 minutes.