

CREATIVE SALES

Pierce County Careers Connection Dual Credit Articulation Agreement

Upon completion of high school courses equivalent to the following competencies:

- Identify the various elements of the sales process including:
 - Pre-approach
 - Prospecting
 - Approaching
 - Recognizing the problem
 - Presentation
 - Handling objections
 - Closing the sale
 - Following up with the customer
- Research an industry company and product using a variety of Information sources
 - Identifies appropriate resources to meet objectives
 - Chooses credible and applicable resources
 - Gathers research in a timely manner
 - Verifies that research includes the correct information, such as environment, market, customers, competitors, and product
 - Identifies the need for data and selects data relevant to the task
- Employ active listening questioning and paraphrasing to uncover customer needs.
 - Seeks out suggestions and input from knowledgeable sources and others
 - Defines customer needs by valid, accurate, and supported data
 - Identifies customer needs in a timely manner
 - Communicates customer needs to appropriate parties
 - Analyzes customer needs
 - Obtains additional resources to meet customer needs
 - Makes exceptional effort on behalf of customer
 - Confirms information
 - Interprets, clarifies and analyzes communication
 - Compares multiple viewpoints and relates intent to desired results
 - Takes active interest in and willingly helps others
 - Modifies behavior to environment, and shows empathy for others
 - Presents basic ideas, explains concepts, and actively participates in discussion
- Records information
- Summarizes or paraphrases information
- Extracts information
- Develop and apply strategies for identifying and communicating with individuals of various behavioral and personality styles.
 - Selects methods of communication
- Demonstrate basic principles of successful selling through customer-oriented problem solving
 - Analyzes situation and information
- Organize and effectively communicate product and sales information by developing a sales manual
 - Composes original documents
- Demonstrate personal responsibility and accountability by attending class, actively participating, and meeting time commitments
 - Explain basic ethical standards in the sales profession
- Nature and scope of selling and understanding buying motives with strong emphasis on:
 - Selling process
 - Prospecting
 - Pre-approach
 - Demonstration of products
 - Services and closing
- Demonstrate knowledge of commission structure
- Perform the following through role-play, case studies and in-class simulations:
 - Product/competition comparative analysis
 - Overcome objections
 - In-person sales presentations

A student earning a “B” grade or better may earn college credit at one of the following colleges:

<u>College</u>	<u>Course</u>	<u>Credits</u>
Bates Technical College	MARK 124 (CIP Code: 521401)	5
Pierce College	MNGT 182 (CIP Code: 520201)	5