

Secondary Course Outline

Course name: Sales

Grade: 10-12

Course description:

Want to be the best you can be? Good selling skills help you reach your personal and professional goals faster! This class will teach you practical skills that you can put to use today!

This will be a fun and interactive class where you will be learning the skills to sell and to manage a sales force. Join the fast paced business world and learn how to close the sale with ease!

Graduation standard(s) information: (alignment with Minnesota Academic Standards or national standards)

I. Foundations of Communication

Achievement Standard: Communicate in a clear, complete, concise, correct, and courteous manner on personal and professional levels.

II. Societal Communication

Achievement Standard: Apply basic social communication skills in personal and professional situations.

III. Workplace Communication

Achievement Standard: Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituencies.

IV. Technological Communication

Achievement Standard: Use technology to enhance the effectiveness of communication.

From the National Standards for Business Education © 2007 by the National Business Education Association, 1914 Association Drive, Reston, VA 20191.

Learner outcomes:

Students will:

1. Develop communication skills to translate to strong interview skills
2. Understand the importance of non verbal and verbal communication skills

3. Design a plan to display customer and product selling strategies
4. Create a creative sales presentation

Course content: (Write this in outline format.)

Unit 1: Selling your Skills – Interview Strategies

Unit 2: Developing your personal Selling Philosophy

Unit 3: Building customer relationships

Unit 4: Product Strategy

Unit 5: Customer Strategy

Unit 6: Creative Sales Presentations

Unit 7: Negotiations

Unit 8: Steps of the Sales

Unit 9: Closing the Sale

Unit 10: Servicing the Sale

Notes: (This section should contain information regarding textbooks, technology integration, films, videos and various resources used in teaching the course. Any additional notes that are useful to teachers should be included.)

Textbook used: Marketing Yourself!

Book: Who Moved my Cheese?