



**FOREST LAKE AREA SCHOOLS
FOREST LAKE, MN 55025**

January 3, 2013

AGENDA ITEM: 11.3

TOPIC: APPROVE NEW BUSINESS COURSE: SALES

BACKGROUND: The secondary Business Department has engaged in conversation about ways to build a comprehensive 7-12 program. By providing students at the junior high setting the opportunity to sample courses that provide a glimpse into the business world, the department is working to develop four tracks within the Business Department starting at grade 9 and culminating at graduation. Developing these tracks requires some realignment of course work at various levels and the addition of new courses to provide opportunities in management and leadership, computer programming, finance, and law.

PROCESS: In review of existing courses within the Business Department, the decision was made to create new classes for a Marketing and Management Track. Sales will provide students the opportunity to develop skills in the area of sales and managing a sales work force. Students will discuss and hone skills involved with interview strategies, customer relations, sales presentations, negotiations, and the sequence of steps involved in selling. They will also develop skills to assist in sales presentations. Communication and marketing skills will be covered.

The department is committed to preparing students for the world of work and developing skills that will enhance their personal and professional lives.

RECOMMENDATION: Approve New Business Course: Sales,