



# GEORGIA

PEACH STATE PATHWAYS

Career, Technical, & Agricultural Education

## MARKETING SALES AND SERVICE

**PATHWAY:** Marketing Communications and Promotion

**COURSE:** Marketing Principles

**UNIT 11:** Personal Selling



## INTRODUCTION

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**Annotation:**

In this unit students will analyze skills needed to be successful in a sales career, understand the steps involved in the selling process, and develop and deliver a sales presentation.

**Grade(s):**

X	9 <sup>th</sup>
X	10 <sup>th</sup>
X	11 <sup>th</sup>
X	12 <sup>th</sup>

**Time:** 10 hours

**Author:** Rachael McClain

**Additional Author(s):**

**Students with Disabilities:**

For students with disabilities, the instructor should refer to the student's IEP to be sure that the accommodations specified are being provided. Instructors should also familiarize themselves with the provisions of Behavior Intervention Plans that may be part of a student's IEP. Frequent consultation with a student's special education instructor will be beneficial in providing appropriate differentiation.



## FOCUS STANDARDS

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### GPS Focus Standards:

**MKT-MP-11 Employ processes and techniques to sell goods, services and ideas.**

- Explain the purpose and importance of personal selling.
- Differentiate between types of customer buying motives.
- Identify customer service techniques.
- List and explain the steps involved in a sales presentation.
- Determine ethical standards for sales representatives who work on commission sales

### GPS Academic Standards:

*ELA11LSV2 The student formulates reasoned judgments about written and oral communication in various media genres. The student delivers focused, coherent, and polished presentations that convey a clear and distinct perspective, demonstrates solid reasoning, and combine traditional rhetorical strategies of narration, exposition, persuasion, and description.*

*MM2D2. Students will determine an algebraic model to quantify the association between two quantitative variables.*

*SSEF3 The student will explain how specialization and voluntary exchange between buyers and sellers increase the satisfaction of both parties.*

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### National / Local Standards / Industry / ISTE:



## UNDERSTANDINGS & GOALS

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### Enduring Understandings:

The student will:

- Analyze product features and develop sales skills to deliver information to potential customers about the product features, advantages, and benefits.
- Develop communication and presentation skills.

### Essential Questions:

- How could knowing your personal strengths and weakness serve to make you a more effective salesperson?
- What other aspects of business also use the same skills that make a successful salesperson?
- Why is it important to be knowledgeable about the product you are selling and its competition?

### Knowledge from this Unit:

The student will:

- Decide which personality traits create an effective salesperson.
- Understand the steps of the sales process.
- Create and deliver a sales presentation.
- Understand the importance of product features and transfer features to advantages and benefits to customers.
- Overcome potential objections from customers during the sales process.
- Determine the most effective method of closing the sales process.

### Skills from this Unit:



## ASSESSMENT(S)

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**Assessment Method Type:** Select one or more of the following. Please consider the type(s) of differentiated instruction you will be using in the classroom.

- ☐ Pre-test
- ☐ Objective assessment - multiple-choice, true- false, etc.
  - ☐ Quizzes/Tests
  - ☐ Unit test
- ☐ Group project
- ☐ Individual project
- ☐ Self-assessment - May include practice quizzes, games, simulations, checklists, etc.
  - ☐ Self-check rubrics
  - ☐ Self-check during writing/planning process
  - ☐ Journal reflections on concepts, personal experiences and impact on one's life
  - ☐ Reflect on evaluations of work from teachers, business partners, and competition judges
  - ☐ Academic prompts
  - ☐ Practice quizzes/tests
- ☐ Subjective assessment/Informal observations
  - ☐ Essay tests
  - ☐ Observe students working with partners
  - ☐ Observe students role playing
- ☐ Peer-assessment
  - ☐ Peer editing & commentary of products/projects/presentations using rubrics
  - ☐ Peer editing and/or critiquing
- ☐ Dialogue and Discussion
  - ☐ Student/teacher conferences
  - ☐ Partner and small group discussions
  - ☐ Whole group discussions
  - ☐ Interaction with/feedback from community members/speakers and business partners
- ☐ Constructed Responses
  - ☐ Chart good reading/writing/listening/speaking habits
  - ☐ Application of skills to real-life situations/scenarios
- ☐ Post-test

**Assessment(s) Title:**

Technical Sales Project

**Assessment(s) Description/Directions:**

Students will create a sales presentation for a technical product by designing a PowerPoint, researching and preparing a presentation, and delivering their information in a sales presentation format. The evaluation of this project could be completed by a business person on the advisory committee in a more true-to-life scenario.

**Attachments for Assessment(s):**

See attached student handouts.



## LEARNING EXPERIENCES

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**Instructional planning:** Include lessons, activities and other learning experiences in this section with a brief description of the activities to ensure student acquisition of the knowledge and skills addressed in the standards. Complete the sequence of instruction for each lesson/task in the unit.

### Sequence of Instruction

1. **Identify the Standards.** Standards should be posted in the classroom for each lesson.
2. **Review Essential Questions.**
3. **Identify and review the unit vocabulary.**
4. **Assessment Activity.**

Personality Test: Introduction activity that allows students to participate in a personality test to profile successful personality characteristics for a sales person. (The files are attached as individual PDF files for each page.)

What is Selling? PP  
Technical Sales Project  
What is Selling Part 2? PP  
Feature Benefit Worksheet  
The Sales Process PP  
Sales Idol Group Activity  
Objections PP  
Objections Worksheet  
Closing the Sale PP  
Technical Sales Presentations

### Attachments for Learning Experiences:

#### Notes & Reflections:

This is a great lesson to introduce DECA role plays or the DECA Technical Sales competitive event in order to stimulate interest in competing in DECA.



## CULMINATING PERFORMANCE TASK (Optional)

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### Culminating Unit Performance Task Title:

Sales Activity Worksheets

### Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

Since the sales process is divided into various stages reinforcement worksheets can help the student gain a better understanding of critical steps in the process.

### Attachments for Culminating Performance Task:

See attached worksheets



## UNIT RESOURCES

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### Web Resources:

Technical Sales is a competitive event for DECA. The current topic, guidelines, and evaluation rubric can be accessed at [www.deca.org](http://www.deca.org) under competitive events listing.

### Attachment(s):

### Materials & Equipment:

### What 21st Century Technology was used in this unit:

<input type="checkbox"/>	Slide Show Software	<input type="checkbox"/>	Graphing Software	<input type="checkbox"/>	Audio File(s)
<input type="checkbox"/>	Interactive Whiteboard	<input type="checkbox"/>	Calculator	<input type="checkbox"/>	Graphic Organizer
<input type="checkbox"/>	Student Response System	<input type="checkbox"/>	Desktop Publishing	<input type="checkbox"/>	Image File(s)
<input type="checkbox"/>	Web Design Software	<input type="checkbox"/>	Blog	<input type="checkbox"/>	Video
<input type="checkbox"/>	Animation Software	<input type="checkbox"/>	Wiki	<input type="checkbox"/>	Electronic Game or Puzzle Maker
<input type="checkbox"/>	Email	<input type="checkbox"/>	Website		