



CTAE PROGRAM AREA

PATHWAY: PROFESSIONAL SALES & PROMOTION

COURSE: PROFESSIONAL SALES & PROMOTION

UNIT 13: THE IMPORTANCE OF FOLLOW-UP



INTRODUCTION

Annotation:

Instructor shows a PowerPoint presentation to students on the importance of following up after the sale. There is a note taking guide included as well as activities to allow students to practice following up on professional sales calls and e-marketing sales.

Grade(s):

<input type="checkbox"/>	9 th
<input checked="" type="checkbox"/>	10 th
<input checked="" type="checkbox"/>	11 th
<input checked="" type="checkbox"/>	12 th

Time:

1-2 50 minute periods

Author:

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Additional Author(s):

none



FOCUS STANDARDS

GPS Focus Standards:

MKT-PSP-13. Students will describe the importance of utilizing follow-up techniques after the sale has been completed.

- a. Describe the importance of utilizing personal notes concerning sales follow-up.
- b. Demonstrate an appropriate follow-up phone call.
- c. Articulate the importance of obtaining positive customer referrals for future sales.
- d. Illustrate ways to follow-up an Internet sale.

GPS Academic Standards:

ELA12W2. The student demonstrates competence in a variety of genres.

ELA12C1. The student demonstrates understanding and control of the rules of the English language, realizing that usage involves the appropriate application of conventions and grammar in both written and spoken formats.

ELA12C2. The student demonstrates understanding of manuscript form, realizing that different forms of writing require different formats.

ELA12LSV2. 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, demonstrate solid reasoning, and combine traditional rhetorical strategies of narration, exposition, persuasion, and description.

National / Local Standards / Industry / ISTE:

UNDERSTANDINGS & GOALS

Enduring Understandings:

- Students will understand the importance of actions after a sale.
- Students will understand what it takes to build a relationship with customers.
- Students will understand the importance of attitude in selling.
- Students will understand the importance of networking.

Essential Questions:

- Why is it important to understand the salesperson's responsibility after the sales presentation is complete?
- Why is it important for salespeople to keep detailed notes about their customers and their sales calls?
- How can obtaining positive referrals help a salesperson?
- Why is it important to understand what an internet business needs to do to follow-up on the sale?

Knowledge from this Unit:

- Students will understand that follow-up is necessary after the sale, relationship building is critical to professional selling, and Internet businesses must follow-up to keep customers happy.
- Students will understand how to build relationships with customers.
- Students will understand how to write e-mails to customers after purchase on an internet site, both to confirm orders and to verify delivery and customer satisfaction.

Skills from this Unit:

- Students will understand how to perform a follow-up phone call after a sales presentation.
- Students write order confirmation correspondence and follow-up correspondence.



ASSESSMENT(S)

Assessment Method Type:

<input type="checkbox"/>	Individual project
<input type="checkbox"/>	Subjective assessment - Includes short answer and essay tests.
<input type="checkbox"/>	Post-test
<input type="checkbox"/>	Group projects
<input checked="" type="checkbox"/>	Self-assessment - May include practice quizzes, games, simulations, checklists, etc.
<input type="checkbox"/>	Objective assessment - multiple-choice, true- false, etc.
<input type="checkbox"/>	Pre-test
<input type="checkbox"/>	Peer-assessment - assessment of peer proficiency using specific criteria

Assessment(s) Title:

Communication Activity

Assessment(s) Description/Directions:

Students will work individually to communicate with customers via simulated e-mail messages for an e-commerce site. This activity is located at the end of the "After the Sale" PowerPoint.



LEARNING EXPERIENCES

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. Print and make copies of the "Never Stop Selling Note Guide" (corresponds with "After the Sale" PowerPoint). Distribute to students.
5. Present the PowerPoint "After the Sale" to students.
6. At the end of the PowerPoint are two activities.

The first activity is a relationship-building activity. Students will complete this in pairs. Suggestion: do numbered pairs (have students number off 1-4, have numbers 1 & 2 work together and 3 & 4 work together for ease). The students are to role play a sales presentation and then a follow-up call after the sale. One is a salesperson and one is a customer. You may give them a product to sell or let them come up with one on their own. After completing the assignment, have the students either trade partners and roles (1 & 3, 2 & 4) or just trade roles with each other and do the role play again.

The second activity is a communication activity. Students pretend they are a customer service person for an e-business and they have to write two e-mails to a customer – one confirming purchase and shipping information and one following up after delivery.
8. A good website to use for information is: www.entrepreneur.com (search for follow-up and you get a wealth of information, great articles to have students read and write summaries of)

Attachments for Learning Experiences:

[Never Stop Selling](#)
[After the Sale](#)



CULMINATING PERFORMANCE TASK(S)

Culminating Unit Performance Task(s):

Relationship Building and Follow Up Activity

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

Students role play relationship building and follow-up. Students write order confirmation correspondence and follow-up correspondence. This activity is located at the end of the "After the Sale" PowerPoint.



UNIT RESOURCES

Web Resources:

www.entrepreneur.com

Attachments, Materials & Equipment:

- Never Stop Selling Note Guide
- After the Sale PowerPoint

What 21st Century Technology was used in this Unit:

<input checked="" 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		

Notes & Reflections:

If you aren't familiar with selling techniques, it would be good for you to prepare before the presentation by reading some articles on selling, follow-up after the sale, relationship selling, etc. Guerilla marketing is a popular phrase today. About.com has some good articles as well as entrepreneur.com. You can Google and find a lot more.

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.