

K-12 Entrepreneurship Standards

Theme	<i>This course examines entrepreneurship that plays a crucial role in the innovations that lead to technological improvement and economic competitiveness. The focus will be on business innovation, change and issues related to the United States, which has achieved its highest economic performance during the last 10 years by fostering and promoting entrepreneurial activity. The concepts of an entrepreneurial perspective introduced in earlier grades continue to build with students researching and evaluating primary and secondary sources from multiple perspectives to draw conclusions.</i>	
Topic	Sales Management	
Benchmark	6. Entrepreneurs employ practices necessary to maintain client relationships.	
<u>Competencies</u> <ul style="list-style-type: none"> • Describe the relationship between sales, marketing and customer service. • Acquire product information for use in selling. • Analyze product information to identify product features and benefits. • Describe the process of prospecting for customers. • Develop sales strategies (e.g., for new and existing customers). • Prepare for the sales presentation. • Establish relationship with client/customer. • Determine customer/client needs. • Determine customer’s buying motives for use in selling. • Differentiate between consumer and organizational buying behavior. • Use electronic strategies to supplement sales presentation. • Recommend specific product. • Convert customer/client objections into selling points. • Close the sale. • Demonstrate suggestion selling (e.g., up-selling/cross-selling). • Use follow-up strategies. • Process sales documentations. • Plan strategies for meeting sales quotas. • Analyze sales reports. • Train staff to support sales efforts. • Analyze technology for use in the sales function. 		
<u>Expectations for Learning</u> Level 1: Identify practices used to sell a product. Level 2: Execute personal selling skills including negotiating, answering objections and closing techniques. Level 3: Develop a sales plan for a small business.		