



Name _____
 Period _____
 Date Started _____
 Date Completed _____

Marketing LAP 5B: Selling (part 2)

DoDEA Benchmarks	3.10	3.11	
Business/Computer Standard(s)			
<ul style="list-style-type: none"> ◆ Demonstrate employee ethics ◆ Demonstrate good interpersonal skills at all levels ◆ Choose appropriate sales promotion tools ◆ Demonstrate proper techniques for sales, stockwork, pricing and display 			
Unit Objectives			
<ul style="list-style-type: none"> ◆ Use the eight step sales process ◆ Explain sales techniques ◆ Evaluate sales as a possible career ◆ Perform cashier activities 			
Text	Marketing Essentials		
Resources	Unit 5: Chapters 15, 16, 17 Student Activity Workbook Student Templates		
Time Frame	9 hours (suggested)		

CHAPTER 15: DETERMINING NEEDS AND PRODUCT PRESENTATION

Introduction

A good and successful salesperson matches the product to the customer’s needs and wants.

READ	pp. 196-99	
DO	WORKBOOK	p. 89
READ	pp. 199-203	
DO	WORKBOOK	pp. 87-88, 90
DO	CRITICAL THINKING	p. 204, #1
DO	APPLICATION PROJECTS	p. 205, #1, 2
DO	CREATIVITY	
DO	WORKBOOK (Computer Activity)	p. 91-2

Turn in work as instructed

CHAPTER 16: HANDLING CUSTOMER QUESTIONS AND OBJECTIONS

Introduction

As a customer, you are looking for the “perfect” product. As a salesperson, you need to be able to answer the customer’s questions and objections in order to make the sale.

READ	pp. 206-210	
DO	WORKBOOK	p. 95
READ	pp. 211-213	
DO	WORKBOOK	pp.93-94, 96
DO	CRITICAL THINKING	p. 214, 2-3
DO	APPLICATION PROJECTS (Unit Project)	p. 215, 1

Turn in work as instructed

CHAPTER 17: CLOSING THE SALE AND FOLLOWING UP

Introduction

Have you ever been almost ready to buy something--and then walked away? Good salespeople recognize the “buying signals.”

READ	pp. 216-20	
DO	WORKBOOK	p. 101
READ	pp. 221-225	
DO	WORKBOOK	pp. 99-100, 102
DO	CRITICAL THINKING	p. 226, #2
DO	HUMAN RELATIONS	p. 226, #3
DO	APPLICATION PROJECT (Unit Project)	p. 227, #1-4
DO	WORKBOOK (Computer Activity)	pp. 103-104
DO		

Turn in work as instructed

Self Assessment – “I/ I can/...”	
<input type="checkbox"/>	identify the five buying decisions and the common objections
<input type="checkbox"/>	list the four steps involved in handling customer objections
<input type="checkbox"/>	list customer buying signals and rules for closing a sale
<input type="checkbox"/>	demonstrate specialized methods of closing a sale

**Evaluation: Unit Project Sales Presentation
(APPLICATION PROJECT (p. 227, #5))**

