

NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS

Business, Finance, and Marketing Education

Grade: Grade 9 - 12

Course: Sales | New

NCCTE.2020.MI31 - Sales I

NCCTE.2020.MI31.01.00 - Understand employment opportunities, effective communication, personal branding, and emerging trends in selling.

NCCTE.2020.MI31.01.01 - Explain employment opportunities in professional selling.

NCCTE.2020.MI31.01.02 - Explain the nature of effective communication.

NCCTE.2020.MI31.01.03 - Understand the importance of personal branding to the selling process

NCCTE.2020.MI31.01.04 - Identify emerging trends for use in selling

NCCTE.2020.MI31.02.00 - Understand the nature and scope of selling, customer relationships, the selling process, and the company's image and brand

NCCTE.2020.MI31.02.01 - Explain the nature and scope of the selling function.

NCCTE.2020.MI31.02.02 - Explain the role of customer service as a component of selling relationships.

NCCTE.2020.MI31.02.03 - Understand how to handle customer/client complaints and difficult customers.

NCCTE.2020.MI31.02.04 - Explain key factors in building a clientele.

NCCTE.2020.MI31.02.05 - Explain the selling process.

NCCTE.2020.MI31.02.06 - Identify and determine how to reinforce a company's brand promise.

NCCTE.2020.MI31.02.07 - Explain the use of brand names in selling.

NCCTE.2020.MI31.03.00 - Understand communications channels and the use of technology in selling.

NCCTE.2020.MI31.03.01 - Identify communications channels used in sales promotion.

NCCTE.2020.MI31.03.02 - Describe the use and impact of technology in the selling function.

NCCTE.2020.MI31.04.00 - Understand how to acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.

NCCTE.2020.MI31.04.01 - Acquire product information for use in selling.

NCCTE.2020.MI31.04.02 - Identify product features and benefits.

NCCTE.2020.MI31.04.03 - Recommend specific product.

NCCTE.2020.MI31.05.00 - Understand the role of purchasing agent, the buying behaviors of the customer, and data used in making selling decisions

NCCTE.2020.MI31.05.01 - Understand the role of the purchasing agent.

NCCTE.2020.MI31.05.02 - Explain factors that influence customer buying behavior.

NCCTE.2020.MI31.05.03 - Identify data monitored for marketing decision making.

