

# NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS

## Business, Finance, and Marketing Education

Grade: Grade 9 - 12

Course: Sales II **New**

**NCCTE.2020.MI32** - Sales II

**NCCTE.2020.MI32.01.00** - Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

**NCCTE.2020.MI32.01.01** - Establish relationship with customer/client.

**NCCTE.2020.MI32.01.02** - Determine prospect's buying motives for use in selling.

**NCCTE.2020.MI32.01.03** - Determine customer/client needs.

**NCCTE.2020.MI32.01.04** - Assess prospect's needs in relation to product offering.

**NCCTE.2020.MI32.01.05** - Respond appropriately to prospect's individual personality type.

**NCCTE.2020.MI32.01.06** - Propose solution to prospect's needs/challenges (sales talk, sales proposal presentation).

**NCCTE.2020.MI32.01.07** - Facilitate prospect's buying decisions.

**NCCTE.2020.MI32.01.08** - Convert customer/client objections into selling points.

**NCCTE.2020.MI32.01.09** - Demonstrate good/service.

**NCCTE.2020.MI32.01.10** - Demonstrate suggestion selling.

**NCCTE.2020.MI32.01.11** - Negotiate sales terms/agreement.

**NCCTE.2020.MI32.01.12** - Close the sale.

**NCCTE.2020.MI32.02.00** - Understand pre-sales activities used to facilitate sales presentations.

**NCCTE.2020.MI32.02.01** - Conduct pre-visit research (e.g., customer's markets/products, customer's competitors, and competitors' offerings).

**NCCTE.2020.MI32.02.02** - Prospect for customers.

**NCCTE.2020.MI32.02.03** - Conduct preliminary customer/client qualification.

**NCCTE.2020.MI32.02.04** - Determine sales strategies.

**NCCTE.2020.MI32.02.05** - Explain the use of marketing-research information in professional selling.

**NCCTE.2020.MI32.02.06** - Prepare for sales presentations.

**NCCTE.2020.MI32.03.00** - Understand post-sales follow-up activities to foster ongoing relationships with customers.

**NCCTE.2020.MI32.03.01** - Plan follow-up strategies for use in selling.

**NCCTE.2020.MI32.03.02** - Prepare sales reports.

**NCCTE.2020.MI32.03.03** - Conduct self-assessment of sales performance.

**NCCTE.2020.MI32.03.04** - Gather customer/client feedback to improve service.

**NCCTE.2020.MI32.03.05** - Provide post-sales service.

**NCCTE.2020.MI32.04.00** - Understand legal and ethical considerations, regulations, and selling policies.

**NCCTE.2020.MI32.04.01** - Explain legal and ethical considerations in selling.



## **NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS**

**NCCTE.2020.MI32.04.02** - Describe the nature of selling regulations and policies.

