

Minnesota

Articulated College Credit (ACC) Agreement

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Agreement Name: Basic Sales Techniques
Agreement Last Reviewed: Fall 2023
Next Review Date: Fall 2025

College Courses			
Class	Title	School	Credits
MKTC 1100	Fundamentals of Sales	Dakota County Technical College	3.0 of 3.0
MSM 1103	Basic Sales Techniques	Ridgewater College	3.0 of 3.0
MKT 1800	Introduction to Sales	South Central College	3.0 of 3.0

Curriculum Content Objectives

To receive credit, students will demonstrate proficiency in the following content objectives:

1. Define sales
2. Describe consultative selling
3. Explain impact of positive first impressions
4. Describe positive selling attitude
5. Describe negative selling attitude
6. Describe negotiation sales
7. Explain tangible/intangible sales
8. Define customer service
9. Explain social business behavior
10. Identify customer-buying signals
11. Identify customer needs/wants/motives
12. Identify customer personality styles
13. Identify professional self-development
14. Demonstrate proper personal image
15. Demonstrate proper corporate/business image
16. Identify time-management techniques
17. Identify prospecting sources
18. Make prospect list
19. Create problem-solving climate
20. Analyze company image/target market
21. Apply social business behavior
22. Solve customer complaints
23. Plan sales presentation
24. Prepare sales pre-approach
25. Describe and apply customer approach
26. Describe and apply questioning techniques
27. Apply empathy techniques
28. Apply listening techniques
29. Present Features, Advantages and Benefits (FAB)
30. Apply overcoming objection techniques
31. Explain and apply trial close
32. Explain and apply suggestive selling techniques
33. Describe and apply sales closing techniques
34. Complete sales forms
35. Describe and apply follow-up techniques
36. Deliver a planned sales presentation
37. Define the importance of business ethics
38. Identify customer relationship

Assessments

Students must achieve no less than 80% or B for a final grade in the high school course to receive ACC.

Application component (choose at least one)

- Perform a sales presentation
- Role play trade show scenario to promote products
- Retail experience: School Store, On-the-job Training

ACC Concept

Through Articulated College Credit (ACC), specific college curriculum content goals and assessments are embedded in participating high school career and technical education (CTE) programs as specified in this agreement. Relevant knowledge, skills, and standards are taught by qualified CTE high school instructor(s) in one or more high school course. ACC is awarded if the student meets the college equivalency standards and later enrolls in the college(s) listed requiring the course in a specific program.