

# Minnesota

## Articulated College Credit Agreement

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### Articulated College Credit (ACC) Agreement

Through Articulated College Credit (ACC), specific college curriculum learning outcomes 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 courses. ACC is awarded if the student meets the college equivalency standards and later enrolls in the college(s) listed below requiring the course in a specific program.

**Agreement Name**

**Professional Selling**

**Agreement Valid For Academic Year**

**2024 -25**

**These credits are valid for students in grades 10-12 for 5 years from the completion of this course.**

Colleges	College Courses	College Programs	ACC
Anoka-Ramsey Community College	BUSN 1149 Professional Selling	<ul style="list-style-type: none"><li>• Sales Management (A.S. – 60 cr.)</li><li>• Business: Management/ Marketing Emphasis (A.A.S. – 60 cr.)</li><li>• Retail Management (Certificate – 16 cr.)</li></ul>	3 of 3 credits
Hennepin Technical College	BUSN 1020 Principles of Selling	<ul style="list-style-type: none"><li>• Entrepreneurship (A.A.S. – 60 cr.)</li><li>• Management (AA.S. -60 cr.)</li><li>• Marketing &amp; Sales (A.A.S. – 60 cr.)</li><li>• Entrepreneurship (Occ. Certificate - 19 cr.)</li></ul>	3 of 3 credits
Alexandria Technical & Community College	MKTG 1515 Selling Principles & Practices	<ul style="list-style-type: none"><li>• Business Transfer Pathway (A.S. – 60 cr.)</li><li>• Business Management (A.A. S. – 64 cr.)</li><li>• Business Management (Diploma – 34 cr.)</li><li>• Fashion Management (A.A.S. – 64 cr.)</li><li>• Marketing &amp; Sales Management (A.A.S.- 64 cr.)</li></ul>	3 of 3 credits

### Course Description

This course is an introduction to effective sales methods and career opportunities in typical sales fields as well as the role of sales in the economy. Each student will participate in a sales demonstration using the selling methods learned. Topics include steps of selling, closing techniques, follow-up, marketing techniques, and relationship selling. The importance of a positive sales attitude and how the salesperson is viewed as a representative of the company is covered in this course.

## Learning Outcomes

For students to receive college credit, there must be at least an **85% match between the college and high school courses**. The course will be taught in the high school by qualified CTE high school instructor(s).

## Curriculum Learning Outcomes

1. Define the evolution of the profession of selling
2. Define characteristics of sales careers
3. Analyze trust and ethics in selling
4. Analyze the process of professional selling
5. Building & maintaining relationships
6. Identify customers
7. Prepare sales objective
8. Demonstrate personal selling approaches
9. Demonstrate prospecting and pre-approach techniques
10. Prepare a sales presentation strategy
11. Demonstrate interpersonal skills
12. Identify customers' needs/wants/motives, buyer types and buying process
13. Assess customers' needs/wants/motives
14. Apply questioning and listening skills
15. Answer question & objections (address buyers concerns & earn commitment)
16. Present product/service presentation with features/advantages/benefits (fab)
17. Apply closing techniques
18. Prepare sales forms
19. Identify business models (LLC, Partnership, Sole Proprietor, etc.)
20. Identify goals and demonstrate teamwork

### Recommended Industry-Recognized Certification And Comprehensive Assessment – College & High School

Certification/Assessment	Vendor	Other Information
Retailing (409)	You Science	<a href="http://www.youscience.org">www.youscience.org</a>

## Course Assessments

Students must achieve an **85% or better in the high school course** to be eligible for articulated college credits. To obtain Articulated College Credit, students must complete the high school course and complete course examinations and lab projects. Upon completion, students will be issued an Articulated College Credit Certificate.

Evaluations can include but are not limited to:

<b>Content Objectives</b>	<b>Sample Assessments</b>	<b>Grade</b>
Demonstrate writing sales letters	Sales Letters	
Demonstrate writing sales plans	Sales Plan	
Understand the profession of selling	Discussion Boards; Written Test/Quiz; Simulations	
Identify & Assess Customers' - Wants, Needs, Motives	Case Studies; Simulations; Discussion Boards	
Apply Questioning and Listening Skills	Simulations Discussion Boards Sales Presentations	
Compare Sales Objectives/Strategies	Sales Objective/Strategy Writing Assignment Sales Presentation Test/Quiz	
Demonstrate interpersonal skills	Simulations Discussion Boards Sales Presentations	
Answer Customer Objections & Questions	Simulations Sales Presentations	
Create Sales Documentation	Sales forms	
Compare and analyze business models	Project Test/Quiz	

## Grading Sales Presentations

<b>Students will: (list to include but not limited to)</b>	<b>Grade</b>
Developed sales objective	
Identified customers	
Presented features, advantages, and benefits (fab)	
Effectively answered questions and objections	
Demonstrated great interpersonal skills	
Effectively used closing techniques	