

Anoka-Hennepin Secondary Curriculum Unit Plan

Department:	BME	Course:	Advertising and Sales	Unit 1 Title:	The Steps Of The Sale	Grade Level(s):	
Assessed Trimester:		Pacing:		Date Created:	1/16/2014	Last Revision Date:	1/16/2014

<b>Course Understandings:</b> <i>Students will understand that:</i> <ul style="list-style-type: none"><li>• The reproach.</li><li>• The approach.</li><li>• The determining needs and wants.</li><li>• Presenting the features/benefits of the product.</li><li>• How to handle customer objections.</li><li>• Methods that can be used to close the sale.</li><li>• The importance of suggestion selling, customer reassurance and follow-up.</li></ul>
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DESIRED RESULTS (Stage 1) - WHAT WE WANT STUDENT TO KNOW AND BE ABLE TO DO?

Established Goals	
<ul style="list-style-type: none"><li>•</li></ul>	
Transfer	
Students will be able to independently use their learning to: (product, high order reasoning) <ul style="list-style-type: none"><li>•</li></ul>	
Meaning	
Unit Understanding(s): Students will understand that: <ul style="list-style-type: none"><li>•</li></ul>	Essential Question(s): Students will keep considering: <ul style="list-style-type: none"><li>• How can I approach a customer?</li><li>• What questions do I ask my customer?</li><li>• How do I present my product effectively?</li><li>• How do I overcome customer objections?</li><li>• What methods can I use to close the sale?</li><li>• What is an appropriate suggestion sell item?</li><li>• How do I reassure my customer that they made a wise purchase?</li><li>• Why do I need to follow-up with my customer?</li></ul>
Acquisition	
Knowledge - Students will: <ul style="list-style-type: none"><li>• The correct in incorrect ways to approach customers.</li><li>• How to ask effective questions to customers.</li><li>• How to present features and benefits to customers.</li><li>• Various methods to overcome objections.</li><li>• How and when to use different closing techniques.</li></ul>	Skills - Students will: <ul style="list-style-type: none"><li>•</li></ul>

<ul style="list-style-type: none"><li>• The basic rules of suggestion selling.</li><li>• The process of reassuring a customer.</li><li>• How to follow-up with a customer after the sales has been made.</li></ul> <b>Reasoning - Students will:</b> <ul style="list-style-type: none"><li>•</li></ul>	

<b>Common Misunderstandings</b> <ul style="list-style-type: none"><li>• Empathy is not important in selling.</li><li>• Listening is a simple skill to master when selling.</li><li>• Explaining benefits is not worthwhile.</li><li>• I don't have to overcome objections.</li><li>• Closing a customer is easy.</li><li>• Suggestion selling doesn't benefit me.</li><li>• Following-up is not worth my time.</li></ul>	<b>Essential new vocabulary</b> <ul style="list-style-type: none"><li>•</li></ul>
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