

Student Name _____

High School or Vocational Center _____

COMPETENCY RECORD FOR ARTICULATION

**Marketing Programs
Baker College**

Please check below each skill the student has mastered as described, with 80 percent accuracy, or with an A or B grade. The skills needed for articulation of each course are listed.

MKT201 SALES

Task	Satisfactory	Unsatisfactory
Explain the role and relationship of personal selling.		
Describe the social responsibility, ethical, and legal issues in selling.		
Evaluate the difference between features, benefits, and advantages.		
Explain the communication process, both verbal and nonverbal factors, that affect communication and building relationships.		
Verbalize in conversation the theory of relationship selling and the makeup of precall preparation.		
Explain the methods and importance of prospecting.		
Demonstrate how to approach potential customers and gain entry, establish rapport, and gain the prospect's attention.		
Explain the elements of a good sales presentation so that everyone wins using the tools of marketing studied in the Principles of Marketing class.		
Use the Advertising Pyramid in explaining an understanding and the importance of being flexible in your approach.		
Demonstrate the value of questioning.		
Demonstrate the various ways to handle objections and when and how to close the sale.		
Explain when and how to close using trial closes.		
Explain why consumers buy solutions to problems and not products or services and how service and follow-up are integral parts of sales.		

Teacher signature _____ Date _____