

Subject Area:

Career Connections

Title:

Career in Sales

Teacher:**School:**

Prairiland High School

Lesson Objective(s) & Career Cluster:

To learn to make short sales presentations in a trade show atmosphere; to set up an attractive booth; to produce marketing materials to aid in their sales.

Competencies Students Will Acquire:

The student will:

- A) work cooperatively with a partner(s)
- B) use the Internet to conduct research & other computer programs for production of sales materials
- C) utilize organizational and planning skills
- D) use creativity for strategies
- E) role-play

Career Cluster:

Marketing, Sales & Service

Activity:

1. Students will complete a pre-project worksheet to focus on the sales career and start thinking about the components that are important in sales. Discuss aloud.
2. After a lecture explaining the project, students will be placed into pairs or trios to begin work.
3. Teams will agree on a business and become a sales team for that business. Jot down preliminary ideas and impressions about the products or service that the business sells, their image, their market, etc.
4. Teams will do Internet research on the business to get actual facts to help them in their sales strategies. Also, teams will search for competitors and note the advantages their business has over other companies.
5. Teams will work to determine a sales strategy, design rough drafts of promotional materials, and design and plan a trade show booth, noting giveaways and what will draw people to the booth.
6. Teams will utilize the computer lab to produce their promotional materials with publishing software. They may also make a slideshow, if desired, to be presented in their booth.
7. Teams will finalize plans for their first trade show.
8. All teams will set up their booths in the library, like a trade show atmosphere.

Evaluation:

Written – written activities will be graded based on a checklist

Oral – sales presentations will be graded on a rubric

Extension/Modification and/or Instructional Methodology:

Lecture, written assignment outline, teams.

SCAN Skills:

Allocates Time, Acquires and Evaluates Information, Organizes and Maintains Information, Interprets and Communicates Information, Uses Computers to Process Information, Participates as a Member of a Team, Negotiates to Arrive at a Decision, Applies Technology to Task, Reading, Writing, Listening, Speaking, Creative Thinking, Decision Making, Sociability, Self-Management.

Cooperative Learning Ideas, TAAS, TEKS Competencies:

110.58

Communication Process - 1 C, F, I

Interpersonal - 2 D, F, H

Group Communication - 3 C, D, E, H

The activities fit into TEKS because they are having students utilize the skills needed to practice and master being competent interpersonal & group communicators.

Team Project, Guest Speaker, or Field Trip:

Guest speakers could be anyone who has a career in any type of sales. Field trip to a trade show where company booths are set up could be incorporated.

Resources:

Internet, sample promotional materials, company sales representatives.