

Southeastern School
Business Management and Administration Department
Business Administrative Services Program
Mrs. Amy Gunn
agunn@blountboe.net

Customer Service and Sales

Course Description

Customer Service and Sales is designed to provide instruction on basic principles of customer service and selling. This course focuses on the identification and classification of customer services, technology literacy issues related to customer service, and the human relations, leadership, organizational, and communication skills necessary for success in customer service. In addition, this course offers instruction related to selling and sales, including professional sales, sales presentations, types of compensation, and characteristics and traits associated with successful selling. No prerequisite is required for this course.

Program/Instructional Delivery Plan

All course information and coursework are detailed in the Schoology Learning Management System which students can access once enrolled in the course. Other online applications will be utilized to ensure content delivery.

<p><u>Assessment Procedures</u></p> <p>Students will be assessed at the completion of each unit in one or more of the following ways:</p> <ul style="list-style-type: none"> • Teacher Observations • Performance Tasks • Objective Tests • Checklists • Rubrics • Online Activities • Scenarios/Case Studies • Oral Presentations • Research Reports/Projects • Portfolios • Certification Exams • Safety Tests • Simulations 	<p><u>Grading Scale</u></p> <p>A 90-100 B 80-89 C 70-79 D 60-69 F 59 or below</p> <p><u>Grading Policy</u></p> <p>Grades are based on a points system. Typically, assessments and projects will be worth up to 200 points; classwork, quizzes and homework will be worth up to 100 points.</p>
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Required Reading

Students will complete 2 book studies to enhance course content and instruction.

“Be Amazing or Go Home: Seven Customer Service Habits That Create Confidence with Everyone” by Shep Hyken

“The 7 Habits of Highly Effective Teens” by Sean Covey

Course Goals

Each foundational and content standard completes the stem “Students will ...”

Foundational Standards Unit

1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.
2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.
3. Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.
4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.
5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.
6. Discuss and demonstrate ways to value diversity.

Business Basics Unit

1. Demonstrate digital literacy related to customer service.

Communication Skills Unit

2. Demonstrate the communication skills necessary for success in customer service.
3. Apply conflict and dispute resolution techniques.

Customer Relations Unit

4. Identify the types of customer service.
5. Describe and demonstrate the human relations skills required for effective customer service.
6. Describe the duties of a customer service representative.
7. Describe and perform telephone and online activities applicable to customer service.
8. Describe the importance of utilizing follow-up techniques after a sale has been completed.

Sales and Promotion Unit

9. Compare and contrast wholesale, retail, and professional sales and their effects on the economy.
10. Analyze and apply the steps needed for effective sales presentations.
11. Describe the characteristics and behaviors of a successful salesperson.
12. Utilize effective techniques and procedures for customer service sales activities

Ethics Unit

13. Identify ways that businesses are obligated to follow through and meet positive expectations created by their advertising and marketing.
14. Gather and share information on ethical requirements in customer service and sales.

Customer Satisfaction Unit

15. Examine and share information on the importance of business image and reputation in selling.
16. Explore the methods businesses use to promote customer satisfaction.

Career Opportunities Unit

17. Develop a plan for pursuing a career in customer service and sales.

Career and Technical Student Organization Integration

Career and technical student organizations (CTSOs) are integral, cocurricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and broaden opportunities for personal and professional growth.

Future Business Leaders of America (FBLA) is the CTSO for this course.

FBLA dues are included in the \$25 Computer Lab Fee for the school year.

Embedded Numeracy/Literacy/Science Anchor Assignment

Students will complete an anchor assignment which demonstrates the integration of technical reading and writing, mathematics and mathematic vocabulary, and science concepts and science vocabulary appropriate to the program area.

BMA Anchor Assignment – 200 points

Students will **research** 3 specific STEM-related business careers (Accountants, Auditors, and Operations Research Analysts) to **compare and contrast** wages and employment trends. Students will prepare a formal **summary** of their research findings in an **MLA format essay** which includes **tables, charts, and graphs** to support their findings of the **median hourly wages** and **median annual wages**. Students will also compare and contrast the various knowledge, skills, abilities, personality, technology, and educational and credentialing requirements to be successful in those careers.

- **Numeracy** – integration of mathematics and mathematical vocabulary by utilizing critical thinking to make sense of problems and present median wages using tables and charts
- **Literacy** – integration of technical reading and writing skills by communicating clearly and effectively while presenting data in an MLA format essay
- **Science** – integration of science concepts and science vocabulary by employing valid and reliable research strategies while also using technology to enhance productivity

Available Industry Recognized Credentials Offered

Students will have the opportunity to demonstrate the skills needed to get the most out of Microsoft Office 2019 by earning a Microsoft Office Specialist certification in a specific Office program.

MOS certification is offered for Word, Excel, PowerPoint, Access, and Outlook.