



Sell, Sell, Sell (The Science of Sales)

EPISODE #122

LESSON LEVEL

Grades 4-6

KEY TOPICS

- Entrepreneurship
- Sales skills
- Traits of salespeople

LEARNING OBJECTIVES

1. Explore sales techniques.
2. Identify traits of successful salespeople.
3. Recognize sales philosophies as a consumer.
4. Learn financial terms.

EPISODE SYNOPSIS

All sales are final. Join the Biz Kid\$ in sales training as they explore philosophy and sales techniques. Discover the traits common to all good salespeople. You'll meet several entrepreneurs who demonstrate superior sales skills!

NATIONAL STANDARDS CORRELATIONS

Aligned to *National Financial Literacy Standards* from the **JumpStart Coalition for Personal Financial Literacy**.

Financial Responsibility and Decision Making

Standard 1: Take responsibility for personal financial decisions.

Standard 4: Make financial decisions by systematically considering alternatives and consequences.

Income and Careers

Standard 1: Explore career options.

Planning and Money Management

Standard 4: Apply consumer skills to purchase decisions.

Aligned to *Voluntary National Content Standards in Economics* from the **Council for Economic Education**.

Standard 2: Decision Making

Standard 14: Entrepreneurship

Aligned to **Common Core State Standards Initiative's** standards for *Literacy in History/Social Studies, Science and Technical Subjects*.

Standard 1: Read closely to determine what the text says explicitly and to make logical inferences from it; cite specific textual evidence when writing or speaking to support conclusions drawn from the text.

Standard 4: Interpret words and phrases as they are used in a text, including determining technical, connotative, and figurative meanings, and analyze how specific word choices shape meaning or tone.

Standard 7: Integrate and evaluate content presented in diverse formats and media, including visually and quantitatively, as well as in words.

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LESSON PREP & SCREENING

Getting Started

Familiarize yourself with the episode ahead of time. It will serve as a springboard for student learning, discussions, vocabulary exploration, and hands-on activities. Determine what equipment is required to show the episode in your classroom and request it if needed. Choose an activity (each one takes between 45-60 minutes), and gather supplies. Students will need a pen or pencil and copies of the activity worksheets. Have fun!

Screening

Introduce the series and the episode. Explain that Biz Kid\$ is a public television series that teaches kids about money and business. Mention that the bizkids.com website has lots of video clips, games, a blog, and other resources to help kids start businesses and learn about money. Prior to playing the episode, lead your students in a discussion with the preview questions on this page.

About the Episode

All sales are final. Join the Biz Kid\$ in sales training as they explore philosophy and sales techniques. Discover the traits common to all good salespeople. You'll meet several entrepreneurs who demonstrate superior sales skills!

Episode Preview Questions

Before you show this Biz Kid\$ episode, lead your students in a brief discussion of the following questions:

- Has a salesperson ever put pressure on you to buy something? How did you feel about it?
- Have you ever been helped by a salesperson who found exactly what you wanted? What was it that made that person effective?
- Do you have any experience trying to sell something?

Next Steps

Show this episode. After the episode, read the Summary and Conclusion to the class.

Summary and Conclusion

People use different sales techniques that contribute to their success or failure. Helpful salespeople are confident, friendly, well-spoken, knowledgeable, personable, and thorough. Consumers need to be aware of attempts to sell them things, especially through television or internet advertisements. A satisfied customer often means repeat business. Keep this in mind for your own business, Biz Kid!

Family Connection

Distribute a copy of the Family Activity Sheet to each student to share what they've learned with their families.



FAMILY ACTIVITY SHEET

Episode Synopsis

All sales are final. Join the Biz Kid\$ in sales training as they explore philosophy and sales techniques. Discover the traits common to all good salespeople. You'll meet several entrepreneurs who demonstrate superior sales skills!

Activity Suggestions

Is your child an entrepreneur in the making? Help them learn more about sales techniques by reviewing the articles on the topic of 'sales' at Entrepreneur.com (<http://www.entrepreneur.com/topic/sales>). Select one article that is appealing, and try the tips that it mentions by role playing. Take turns with your child by being the customer for one example, and then be the salesperson for the next. Ask your child what they think about selling techniques, and discover which sales style they prefer as a salesperson, and which style they prefer as a customer. You may be surprised!

Does your child's school or sports team participate in annual fund raisers? If so, suggest that your child try sales techniques such as listening to the customer and making eye contact while they are selling. Make notes on what the reaction is to each of these techniques. Did making eye contact help make more sales? Was listening an effective sales technique? What other techniques were effective?

With your child, visit a local library and find books about sales and sales techniques. Some popular titles include "Beyond the Lemonade Stand" by Bill Rancic, and "Sales Dogs" by Blair Singer.



Activity #1:

BIZ TERM\$

WORKSHEET FOR STUDENTS

Biz Term\$

- Active listener
- Client
- Competition
- Customer relations
- Feedback
- First impression
- Investment
- Proactive
- Product
- Timing

Directions

With students, read aloud the Biz Term\$ and each question. Call on volunteers for answers, and have them explain why they chose the term they believe to be correct.

Biz Term\$ Episode Review

1. _____ is another word for customer.
2. A salesperson might ask a customer for _____.
3. Putting money into the stock market is an _____ in a company.
4. In order to prevent a situation from becoming a crisis, you must be _____.
5. An image someone forms of you when you first meet is a _____.
6. Focusing on what someone is saying to understand their message is part of being an _____.
7. Choosing the best moment to ask for what you want is good _____.
8. A business person who tries to resolve issues with clients works at _____.



CURRICULUM CONNECTIONS

Language Arts

- Have students construct sentences, write a paragraph, or create a story, skit, or dialog using Biz Term\$.
- Have students create a class Dictionary of Financial Terms using Biz Term\$.
- Have students start their own Journal of Personal Financial Education and continue to add to it.

History/Social Studies

- Ask your grandparents, or an older relative or neighbor, if they recall the products that people used to sell by going door-to-door. Today, we do not see very much of this sales method. Why do you think people used to sell products door-to-door? Which sales methods have replaced door-to-door sales in our lives today?

Mathematics

- You are selling cookies for your organization. One box of cookies is sold for \$3. Thirty percent of the sale price goes to the bakery to pay for the cookies. The rest of the sale price is split evenly between the regional headquarters for your organization, and your local chapter. How much does your local chapter earn for each box of cookies that are sold? How many boxes of cookies do you have to sell to earn \$100 for your local chapter?

Economics

- Many states in the United States, and some cities, have a sales tax. Have students research the local sales tax rate. If your city and state do not have a sales tax, select a city/state combination that does have one. What is the tax rate? How much of that rate is a state tax, and how much is a city tax? How is the money used after it is collected?

Optional Vocabulary Extensions

Make Art!

Ask students to create personal illustrated glossaries using sketches or cartoons to visually represent the meaning of each Biz Term.

Make It Personal!

Provide students with dictionaries and ask students to re-write formal definitions for each Biz Term in their own words to demonstrate comprehension.



Activity #2:

SALES TECHNIQUES

WORKSHEET FOR STUDENTS

Directions

Selling is a skill that can be learned, although some people do have a natural talent for it. Part of being a good salesperson is knowing which techniques to use, and when to use them, based on what your customers need and want.

Have two students volunteer to role-play the following scenario in front of the class:

The **customer** wants to purchase a bicycle. The **sales person** must find out what type of bicycle the customer wants (mountain bike, street bike, or something else?), and what their budget is.

Before enacting this scenario, have students suggest three more things that the salesperson might want to know about the customer and the bicycle. Write those questions here:

1. _____
2. _____
3. _____

4. After the students have completed their role playing, name and describe one sales technique that the “sales person” used with the “customer”:

_____.

5. Did the “customer” seem satisfied with their interaction with the “sales person”? Why or why not?

_____.

6. What would you have done differently if you were the “sales person” in this scenario?

_____.

Have students discuss these ideas and share their answers with the class.



Activity #3:

SALES SAYINGS

WORKSHEET FOR STUDENTS

Directions

There are quite a few sayings about sales. While they might be familiar, not everyone agrees on how to interpret them. Think about the following sales sayings, and have a discussion with your class about them.

1. The customer is always right.

What does this mean? Is it true? Why or why not?

2. Buyer beware.

What does this mean? Is it true? Why or why not?

3. You break it, you buy it.

What does this mean? Is it true? Why or why not?

4. All sales are final.

What does this mean? Is it true? Why or why not?

Have students discuss these ideas and share their answers with the class.



BIZ TERMS DEFINITIONS

- *Active listener:* A person who listens attentively to his or her audience and then summarizes and rephrases what was said to confirm and improve mutual understanding.
- *Client:* A customer, a person who is paying for your products or services.
- *Competition:* Other businesses who are selling the same products or services that you sell.
- *Customer relations:* The relationship that your business creates between itself and the clients who buy your products or services.
- *Feedback:* Opinions and other evaluations to help you improve your business.
- *First impression:* The image or opinion formed when a person first encounters another person.
- *Investment:* An opportunity to put money to use by purchase or expenditure in something offering potential profitable returns.
- *Proactive:* To prepare in advance for something, rather than waiting for it to happen.
- *Product:* A thing that you can touch or a service that you can offer which is sold to your customers.
- *Timing:* The time that is selected to perform a specific activity. Good timing would be selecting the best time to do something in order to achieve the desired result.



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