



## **Advanced Customer Service and Sales Skills Standards:**

### **Prepares for Selling**

- Remains knowledgeable of sales goals, their implications, and how they are based on current and past performance.
- Supports development and execution of strategy for selling products and/or services.
- Serves as an expert regarding relevant company and industry pricing strategies, company policy, regulatory compliance, product knowledge, and company services.
- Identifies needs and characteristics of customers within the target market and customizes sales approach.

### **Gains Customer Commitment and Closes Sale**

- Listens and/or observes customer for verbal or non-verbal cues indicating purchase intent.
- Identifies and suggests additional products and services to the customer that complement the sale.
- Discusses specifics of the sale (e.g., delivery and/or installation date, financing, warranties, product protection plan).
- Confirms sale information with the customer.
- Completes sales transaction with the customer.

### **Develops and Implements a Sales Follow-Up Plan**

- Follows up with customers regarding suggestions for future purchases.
- Suggests alternative products/services in lieu of return.
- Evaluates the effectiveness of sales and marketing strategies and takes appropriate action.
- Evaluates the effectiveness of merchandising plans and takes appropriate action.