

**TEXAS SKILL STANDARDS BASED
Learning Outcomes Matrix**

Wholesale and Manufacturing Sales Representative Certificate

2015-2016 Curriculum Revision

				CUSTOMER SERVICE				SALES			C O U N T
SEM	CRSE	NUM	TITLE	CWF1 Learns About Products or Services (4)	CWF2 Assesses Customer Needs (4)	CWF3 Educates Customer (4)	CWF4 Meets Customer's Needs and Provides Ongoing Support (3)	CWF5 Prepares for Selling (4)	CWF6 Gains Customer Commitment and Closes Sale (5)	CWF7 Develops and Implements a Sales Follow- up Plan (4)	
II	FSHN	2320	Visual Merchandising	X	X	X		X			8
II	MRKG	1311	Principles of Marketing	X	X	X		X	X	X	9
III	MRKG	1301	Customer Relations Management	X	X	X	X				15
III	FSHN	2303	Fashion Buying	X	X	X	X	X	X	X	9
IV	MRKG	2333	Principles of Selling					X	X	X	13
IV	FSHN	1382	Coop Education - Fashion Merchandising	X	X	X	X	X	X	X	27
KEY ACTIVITY COUNT				15	14	14	10	14	12	10	89



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CUSTOMER SERVICE: Learns About Products or Services
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				Key Activity					
				1.1	1.2	1.3	1.4		
				Undergoes company provided training to support product or services as well as follow-up training.	Reviews and comprehends written and multimedia material pertaining to products or services produced by employee's company or trade organization.	Tests and samples products or services.	Studies competitors' products or services, including competitors' marketing materials (ads, fliers, TV commercials, web pages, etc.).	C O U N T	
SEM	CRSE	NUM	TITLE						
II	FSHN	2320	Visual Merchandising		X		X	2	
II	MRKG	1311	Principles of Marketing		X		X	2	
III	MRKG	1301	Customer Relations Management	X	X	X	X	4	
III	FSHN	2303	Fashion Buying		X		X	2	
IV	MRKG	2333	Principles of Selling					0	
IV	FSHN	1382	Coop Education - Fashion Merchandising	X	X	X	X	4	
KEY ACTIVITY COUNT				2	6	2	5	0	15



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CUSTOMER SERVICE: Assesses Customer Needs
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				Key Activity					
				2.1	2.2	2.3	2.4		
				Addresses the customer, either in person, by telephone, e-mail or other means.	Gathers information about customer's needs, and customer's knowledge of products or services.	Responds to customer's comments and questions.	Determines customer's price considerations.		
SEM	CRSE	NUM	TITLE						C O U N T
II	FSHN	2320	Visual Merchandising		X	X			2
II	MRKG	1311	Principles of Marketing		X		X		2
III	MRKG	1301	Customer Relations Management	X	X	X	X		4
III	FSHN	2303	Fashion Buying		X		X		2
IV	MRKG	2333	Principles of Selling						0
IV	FSHN	1382	Coop Education - Fashion Merchandising	X	X	X	X		4
KEY ACTIVITY COUNT				2	5	3	4	0	14



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CUSTOMER SERVICE: Educates Customer
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				Key Activity					
				3.1	3.2	3.3	3.4		
				Explains and demonstrates products or services and prices to customer.	Identifies alternative or additional products, services, and/or options available.	Informs customer about service policies (returns, warranties, guarantees, service plans).	Solicits supervisor or co-worker support and advice when necessary to meet customer needs.		
SEM	CRSE	NUM	TITLE					C O U N T	
II	FSHN	2320	Visual Merchandising	X	X			2	
II	MRKG	1311	Principles of Marketing		X			1	
III	MRKG	1301	Customer Relations Management	X	X	X	X	4	
III	FSHN	2303	Fashion Buying		X			1	
IV	MRKG	2333	Principles of Selling					0	
IV	FSHN	1382	Coop Education - Fashion Merchandising	X	X	X		3	
KEY ACTIVITY COUNT				4	5	3	2	0	14



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CUSTOMER SERVICE: Meets Customer's Needs And Provides
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				Key Activity					
				4.1	4.2	4.3			
				Coordinates as needed with other services to expedite delivery of service or product.	Contacts customer to determine if products or services meet customer's expectations.	If customer's expectations are not met, informs the customer of how the company will satisfy the customer's needs and facilitates resolution process.			
SEM	CRSE	NUM	TITLE						C O U N T
II	FSHN	2320	Visual Merchandising						0
II	MRKG	1311	Principles of Marketing						0
III	MRKG	1301	Customer Relations Management	X	X	X			3
III	FSHN	2303	Fashion Buying		X				1
IV	MRKG	2333	Principles of Selling						0
IV	FSHN	1382	Coop Education - Fashion Merchandising	X	X	X			3
KEY ACTIVITY COUNT				2	4	4	0	0	10



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SALES: Prepares for Selling
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				Key Activity					
				5.1	5.2	5.3	5.4		
				Reviews and understands future sales goals and how they are based on current and past performance.	Develops and implements strategy for selling products or services.	Familiarizes self with pricing strategies and policies.	Identifies and prioritizes potential customers within market target area.		
SEM	CRSE	NUM	TITLE						C O U N T
II	FSHN	2320	Visual Merchandising		X		X		2
II	MRKG	1311	Principles of Marketing		X		X		2
III	MRKG	1301	Customer Relations Management						0
III	FSHN	2303	Fashion Buying		X				1
IV	MRKG	2333	Principles of Selling	X	X	X	X		4
IV	FSHN	1382	Coop Education - Fashion Merchandising	X	X	X	X		4
KEY ACTIVITY COUNT				2	5	2	5	0	14



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SALES: Gains Customer Commitment and Closes Sale
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				Key Activity					
				6.1	6.2	6.3	6.4	6.5	
				Observes customer for verbal or body language signs indicating that he or she is ready to complete the sale.	Engages in negotiation process.	Closes and confirms sale with customer.	Discusses specifics of the sale (delivery and/or installation date, warranties, product protection plan).	Handles sales transaction.	
SEM	CRSE	NUM	TITLE						C O U N T
II	FSHN	2320	Visual Merchandising						0
II	MRKG	1311	Principles of Marketing				X		1
III	MRKG	1301	Customer Relations Management						0
III	FSHN	2303	Fashion Buying		X				1
IV	MRKG	2333	Principles of Selling	X	X	X	X	X	5
IV	FSHN	1382	Coop Education - Fashion Merchandising	X	X	X	X	X	5
KEY ACTIVITY COUNT				2	3	2	3	2	12



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SALES: Develops and Implements a Sales Follow-up Plan
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				Key Activity				C O U N T	
				7.1	7.2	7.3	7.4		
				Follows up with customers regarding suggestions for future purchases.	Maintains contact with customers through correspondence, phone calls and casual contacts in community.	Converts returns to exchanges.	Analyzes and evaluates the effectiveness of prospecting methods, sales strategies, and marketing/merchandising plans, and makes any necessary adjustments.		
SEM	CRSE	NUM	TITLE						
II	FSHN	2320	Visual Merchandising					0	
II	MRKG	1311	Principles of Marketing				X	1	
III	MRKG	1301	Customer Relations Management					0	
III	FSHN	2303	Fashion Buying		X			1	
IV	MRKG	2333	Principles of Selling	X	X	X	X	4	
IV	FSHN	1382	Coop Education - Fashion Merchandising	X	X	X	X	4	
KEY ACTIVITY COUNT				2	3	2	3	0	10

