

FBLA Collegiate Foundations of Selling[§]

Selling Fundamentals (25 test items)

1. Explain the nature of professional selling (PD:120) (SP)
2. Explain the nature and scope of the selling function (SE:017, LAP-SE-017) (CS)
3. Explain the role of customer service as a component of selling relationships (SE:076, LAP-SE-076) (CS)
4. Explain company selling policies (SE:932, LAP-SE-932) (CS)
5. Explain key factors in building a clientele (SE:828, LAP-SE-828) (SP)
6. Explain legal and ethical considerations in selling (SE:106, LAP-SE-106) (SP)
7. Describe the use of technology in the selling function (SE:107) (SP)
8. Discuss the economic and social effects of professional selling (PD:131) (SP)
9. The impact of sales and buying cycles (SE:380) (SP)
10. Describe the impact that digital communication is having on selling (SE:490) (SP)

Product Knowledge (10 test items)

1. Acquire product information for use in selling (SE:062, LAP-SE-062) (CS)
2. Analyze product information to identify product features and benefits (SE:109, LAP-SE-109) (SP)
3. Identify emerging trends for use in selling (SE:404) (SP)

Pre-Sales Activities (15 test items)

1. Prospect for customers (SE:001, LAP-SE-001) (SP)
2. Conduct pre-visit research (e.g., customer's markets/products, customers' competitors, and competitors' offerings) (SE:369) (SP)
3. Determine sales strategies (SE:377) (SP)
4. Book appointments with prospective clients (SE:366) (SP)
5. Prepare sales presentation (SE:067) (SP)

[§] Sources: These learning outcomes are part of MBA Research's National Business Administration Standards.

Sales Processes and Techniques (20 test items)

1. Explain the selling process (SE:048, LAP-SE-048) (CS)
2. Establish relationship with customer/client (SE:110) (CS)
3. Determine customer/client needs (SE:111) (CS)
4. Recommend specific products (SE:114, LAP-SE-114) (CS)
5. Demonstrate good/service (SE:374, LAP-SE-374) (SP)
6. Convert customer/client objections into selling points (SE:874, LAP-SE-874) (SP)
7. Demonstrate suggestion selling (SE:875, LAP-SE-875) (SP)
8. Close the sale (SE:895, LAP-SE-895) (SP)

Post-Sales Activities (20 test items)

1. Arrange delivery of purchases (SE:023) (CS)
2. Process returns/exchanges (SE:162) (CS)
3. Plan follow-up strategies for use in selling (SE:057, LAP-SE-057) (SP)
4. Provide post-sales service (SE:397) (SP)
5. Gather customer/client feedback to improve service (SE:384) (SP)
6. Conduct self-assessment of sales performance (SE:372) (SP)
7. Maintain ongoing relationship with client (SE:488) (SP)

Collect Payment (5 test items)

1. Operate register/terminal (SE:153) (CS)
2. Calculate miscellaneous charges (SE:475) (CS)
3. Process sales transactions (e.g., cash, credit, check) (SE:329) (CS)

Career-Advancement Activities (5 test items)

1. Explain employment opportunities in professional selling (PD:055) (SP)
2. Identify professional certification requirements available for professional salespeople (PD:141) (SP)

References

MBA Research and Curriculum Center. *National Business Administration Standards*.

<https://www.mbaresearch.org/local-educators/teaching-resources/standards/>

Hubspot. *What is sales? A quick guide [+ examples]*. <https://blog.hubspot.com/sales/what-is-sales>

Indeed. *14 effective selling strategies*. <https://www.indeed.com/career-advice/career-development/selling-strategies>

Zendesk. *Sales process fundamentals: The ultimate guide to closing more deals*.

<https://www.zendesk.com/blog/sales-process/>

LAP List

Objective #	LAP #*	LAP Title
SE:017	LAP-SE-017	Sell Away (The Nature and Scope of Selling)
SE:076	LAP-SE-076	Go Beyond the Sale (Customer Service in Selling)
SE:932	LAP-SE-932	Sell Right (Selling Policies)
SE:828	LAP-SE-828	Keep Them Loyal (Key Factors in Building Clientele)
SE:106	LAP-SE-106	Keep it Real—In Sales (Legal and Ethical Considerations in Selling)
SE:062	LAP-SE-062	Get Informed (Acquiring Product Information for Use in Selling)
SE:109	LAP-SE-109	Find Features, Boost Benefits (Feature-Benefit Selling)
SE:001	LAP-SE-001	Digging for Sales (Prospecting for Customers)
SE:048	LAP-SE-048	Set Your Sales (The Selling Process)
SE:114	LAP-SE-114	Get Specific (Recommending Specific Products)
SE:374	LAP-SE-374	Show and Tell (Product Demonstration)
SE:874	LAP-SE-874	Objection Overruled (Converting Objections Into Selling Points)
SE:875	LAP-SE-875	Up the Ante (Suggestion Selling)

SE:895	LAP-SE-895	Wrap It Up (Closing Sales)
SE:057	LAP-SE-057	Follow Up! (Follow-Up Strategies)

* LAP #s subject to change