

## **Sales and customer service**

The subject of sales and customer service covers sales and customer service in the commerce and service sectors. The sales and service functions are essential components of company activities, and the salesperson's task is not only to sell, but also to create good customer relations, take financial responsibility, work long term and be goal-oriented.

### **Aim of the subject**

Teaching in the subject of sales and customer service should aim at helping students develop knowledge of and skills in customer-focused and goal-oriented sales of goods and services. Through teaching students should be given the opportunity to develop knowledge and skills in service and personal sales. Teaching should contribute to students developing the knowledge required to work professionally in the area. Sales and customer service is based on communication. For this reason, teaching should give students the opportunity to develop knowledge of the concept of service and values, attitudes and approaches to personal sales in the commerce and service sectors.

Through cooperation with local business and an investigative working approach, students should be given the opportunity to develop their knowledge. Students should through practical exercises and problem-based tasks be given opportunities to use different working methods, and find solutions for working with sales and customer service.

### **Teaching in the subject of sales and customer service should give students the opportunities to develop the following:**

- 1) Knowledge of customer-focused and goal-oriented selling of goods and services, and knowledge of communications technology.
- 2) Knowledge of how attitudes, values and approaches affect sales and service situations.
- 3) The ability to plan organise and carry out tasks in service and sales, and also the ability to work in a goal oriented way and be service-oriented.
- 4) The ability to use working methods, techniques and working materials.
- 5) )Knowledge of laws and other regulations in the area.
- 6) The ability to use different technologies and methods for carrying out calculations and financial calculations, and also solving problems.
- 7) The ability to work ergonomically correctly, safely and in environmentally conscious and resource efficient ways.
- 8) The ability to assess one's own work and results.
- 9) The ability to cooperate with others and communicate through different media in different sales and service situations.

## **Courses in the subject**

- Service knowledge, 100 credits.
- Personal sales 1, 100 credits.
- Personal sales 2, 100 credits, which builds on the course, personal sales 1.
- Personal sales 3, 100 credits, which builds on the course, personal sales 2.
- Telephony and internet services, 100 credits

## Telephony and internet services

The course, telephony and internet services, covers points 1–9 under the heading Aim of the subject, with special emphasis on points 1–3 and 9. The course covers basic knowledge in the subject.

### Core content

*Teaching in the course should cover the following core content:*

- Telephone and internet sales, support and advice.
- Attitudes, values and customer service.
- Measures for customer care and creating and maintaining customer relationships.
- Laws, agreements and security in electronic commerce and payment systems.
- Ethics and the working environment in tele sales and call centres.
- Distribution and business transactions in e-commerce.
- Methods for evaluating telephone and internet services.
- Technical solutions and technical equipment.
- Use of language, technical terms, internal systems and information retrieval.

### Knowledge requirements

#### Grade E

Students describe **in basic terms** how customer service in telephony and internet services are planned, organised and carried out in a sales-oriented way in different industries. In their descriptions, students give an account **in basic terms** of how attitudes, values and approaches, and also how measures enhancing customer service and care affect sales situations.

Students plan, organise and carry out **in consultation** with the supervisor tasks in telephony and internet services. In their work, students use **with some certainty** common working methods, techniques and working materials. Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students use **with some certainty** techniques and methods for making calculations, including financial calculations, and solve **in consultation** with the supervisor problems that occur in the work. Furthermore, students work in environmentally friendly ways, economising on the use of resources, ergonomically, and in ways which are safe both for themselves and others. Students do this **in consultation** with the supervisor. In addition, students give an account **in basic terms** of working environment issues in telephony and internet services.

When the task has been completed, students evaluate their work and results in **simple** assessments. Students cooperate with others and communicate **with some certainty** in a customer oriented way.

In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

### **Grade D**

Grade D means that the knowledge requirements for grade E and most of C are satisfied.

### **Grade C**

Students describe **in detail** how customer service in telephony and internet services are planned, organised and carried out in a sales-oriented way in different industries. In their descriptions, students give an account **in detail** of how attitudes, values and approaches, and also how measures enhancing customer service and care affect sales situations.

Students plan, organise and carry out **after consultation** with the supervisor simple tasks in telephony and internet services. In their work, students use **with some certainty** common working methods, techniques and working materials. Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students use **with some certainty** techniques and methods for making calculations, including financial calculations, and solve **after consultation** with the supervisor problems that occur in the work. Furthermore, students work in environmentally friendly ways, economising on the use of resources, ergonomically, and in ways which are safe both for themselves and others. Students do this **after consultation** with the supervisor. In addition, students give an account **in detail** of working environment issues in telephony and internet services.

When the task has been completed, students evaluate their work and results in **balanced** assessments. Students cooperate with others and communicate **with some certainty** in a customer oriented way **in correct professional language**.

In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

### **Grade B**

Grade B means that the knowledge requirements for grade C and most of A are satisfied.

### **Grade A**

Students describe **in detail and in a balanced way** how customer service in telephony and internet services are planned, organised and carried out in a sales-oriented way in different industries. In their descriptions, students give an account **in detail** of how attitudes, values and approaches, and also how measures enhancing customer service and care affect sales situations.

Students plan, organise and carry out **after consultation** with the supervisor simple tasks in telephony and internet services. In their work, students use **with certainty**, common working methods, techniques and working materials. Students carry out the work in accordance with

specific instructions, laws and other regulations. During the working process, students use **with certainty** techniques and methods for making calculations, including financial calculations, and solve **after consultation** with the supervisor problems that occur in the work. Furthermore, students work in environmentally friendly ways, economising on the use of resources, ergonomically, and in ways which are safe both for themselves and others. Students do this **after consultation** with the supervisor. In addition, students give an account **in detail and in a balanced way** of working environment issues in telephony and internet services.

When the task has been completed, students evaluate their work and results in **balanced** assessments, **and also make proposals on how the work can be improved**. Students cooperate with others and communicate **with certainty** in a customer oriented way **in correct professional language**.

In consultation with the supervisor, students assess **with certainty** their own ability and the requirements of the situation.

## Service knowledge

The course, service knowledge, covers points 1-9 under the heading Aim of the subject, with special emphasis on points 1–3. The course covers basic knowledge in the subject.

### Core content

*Teaching in the course should cover the following core content:*

- Basic service, functions and concepts, and the importance of good customer service.
- Service when selling different types of products and services.
- The seller's tasks in different industries, and service in different types of business activities.
- Attitudes and values in service situations.
- Verbal and non-verbal communication, and different cultural communication patterns.
- Approaches and how to act in various customer and service situations.
- Consumer laws and good sales ethics.
- Methods and forms of payment.
- Working environment and safety, e.g. safety awareness and safety regulations in professions and organisations in the commerce and service sectors.
- Applying ergonomic and environmentally friendly working methods in different service areas, e.g. sales, customer service and administration.
- Methods for evaluating service.
- Computer support in service and sales.

## Knowledge requirements

### Grade E

Students describe **in basic terms** how simple service work is planned, organised and carried out in a sales-oriented way in different industries. In addition, students describe **in basic terms** what a customer oriented working approach means. In their descriptions, students give an account **in basic terms** of how attitudes, values and approaches affect service and sales situations.

Students plan, organise and carry out **in consultation** with the supervisor simpler tasks in the service area. In their work, students use **with some certainty** common working methods, techniques and working materials. Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students use **with some**

**certainty** techniques and methods for making calculations, including financial calculations, and solve **in consultation** with the supervisor problems that occur in the work. Furthermore, students work in environmentally friendly ways, economising on the use of resources, ergonomically, and in ways which are safe both for themselves and others. Students do this **in consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **simple** assessments. Students cooperate with others and communicate **with some certainty** in a customer oriented way.

In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

### **Grade D**

Grade D means that the knowledge requirements for grade E and most of C are satisfied.

### **Grade C**

Students describe **in detail** how simple service work is planned, organised and carried out in a sales-oriented way in different industries. In addition, students describe **in detail** what a customer oriented working approach means. In their descriptions, students give an account **in detail** of how attitudes, values, approaches and sales ethics affect service and sales situations.

Students plan, organise and carry out **after consultation** with the supervisor simple tasks in the service area. In their work, students use **with some certainty** common working methods, techniques and working materials. Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students use **with some certainty** techniques and methods for making calculations, including financial calculations, and solve **after consultation** with the supervisor problems that occur in the work. Furthermore, students work in environmentally friendly ways, economising on the use of resources, ergonomically, and in ways which are safe both for themselves and others. Students do this **after consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **balanced** assessments. Students cooperate with others and communicate **with some certainty** in a customer oriented way **in correct professional language**.

In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

### **Grade B**

Grade B means that the knowledge requirements for grade C and most of A are satisfied.

### **Grade A**

Students describe **in detail and in a balanced way** how simple service work is planned, organised and carried out in a sales-oriented way in different industries. In addition, students describe **in detail and in a balanced way** what customer oriented approaches and work involve.

In their descriptions, students give an account **in detail and in a balanced way** of how attitudes, values, approaches and sales ethics affect service and sales situations.

Students plan, organise and carry out **after consultation** with the supervisor simple tasks in the service area. In their work, students use **with certainty**, common working methods, techniques and working materials. Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students use **with certainty** techniques and methods for making calculations, including financial calculations, and solve **after consultation** with the supervisor problems that occur in the work. Furthermore, students work in environmentally friendly ways, economising on the use of resources, ergonomically, and in ways which are safe both for themselves and others. Students do this **after consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **balanced** assessments, **and also make proposals on how the work can be improved**. Students cooperate with others and communicate **with certainty** in a customer oriented way **in correct professional language**.

In consultation with the supervisor, students assess **with certainty** their own ability and the requirements of the situation.

## Personal sales 1

The course, personal sales 1, covers points 1–9 under the heading Aim of the subject. The course covers basic knowledge in the subject.

### Core content

*Teaching in the course should cover the following core content:*

- Selling, the sales process and sales techniques in different industries and areas, e.g. sales of goods and services.
- Practical sales communication, e.g. how product demonstrations are carried out and how complaints are processed.
- Negotiations and presentation skills.
- Sales planning and sales management.
- Attitudes, values and approaches, as well as customer psychology and body language.
- Sales and customer psychology, different customer types and market segmentation.
- Cultural differences in sales techniques.
- Business intelligence.
- Laws and other regulations in the area, and also ethical rules in the sales area.
- Costing and profitability calculations.
- Ergonomics.
- Environmental issues in the sales process.
- Methods for evaluating the sales process.
- Project methodology and computer knowledge.

### Knowledge requirements

#### Grade E

Students describe **in basic terms** how simple sales work is planned, organised and carried out in a sales-oriented way in different industries. In addition, students describe **in basic terms** how sales communications and sales administration is planned and carried out. In their descriptions, students give an account **in basic terms** of how attitudes, values and approaches affect sales situations.

Students plan, organise and carry out **in consultation** with the supervisor simple tasks in the area of personal sales. In their work, students use **with some certainty** common working methods, techniques and working materials. Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students use **with some certainty** techniques and methods for making calculations, including financial calculations, and solve **in consultation** with the supervisor problems that occur in the work. Furthermore, students work in environmentally friendly ways, economising on the use of resources, ergonomically, and in ways which are safe both for themselves and others. Students do this **in consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **simple** assessments. Students cooperate with others and communicate **with some certainty** in a customer oriented way.

In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

### **Grade D**

Grade D means that the knowledge requirements for grade E and most of C are satisfied.

### **Grade C**

Students describe **in detail** how simple sales work is planned, organised and carried out in a sales-oriented way in different industries. In addition, students describe **in detail** how sales communication and sales administration is planned and carried out. In their descriptions, students give an account **in detail** of how attitudes, values and approaches affect sales situations.

Students plan, organise and carry out **after consultation** with the supervisor simple tasks in the area of personal sales. In their work, students use **with some certainty** common working methods, techniques and working materials. Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students use **with some certainty** techniques and methods for making calculations, including financial calculations, and solve **after consultation** with the supervisor problems that occur in the work. Furthermore, students work in environmentally friendly ways, economising on the use of resources, ergonomically, and in ways which are safe both for themselves and others. Students do this **after consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **balanced** assessments. Students cooperate with others and communicate **with some certainty** in a customer oriented way **in correct professional language**.

In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

### **Grade B**

Grade B means that the knowledge requirements for grade C and most of A are satisfied.

## Grade A

Students describe **in detail and in a balanced way** how simple sales work is planned, organised and carried out in a sales-oriented way in different industries. In addition, students describe **in detail and in a balanced way** how sales communication and sales administration is planned and carried out. In their descriptions, students give an account **in detail and in a balanced way** of how attitudes, values and approaches affect sales situations.

Students plan, organise and carry out **after consultation** with the supervisor simple tasks in the area of personal sales. In their work, students use **with certainty**, common working methods, techniques and working materials. Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students use **with certainty** techniques and methods for making calculations, including financial calculations, and solve **after consultation** with the supervisor problems that occur in the work. Furthermore, students work in environmentally friendly ways, economising on the use of resources, ergonomically, and in ways which are safe both for themselves and others. Students do this **after consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **balanced** assessments, **and also make proposals on how the work can be improved**. Students cooperate with others and communicate **with certainty** in a customer oriented way **in correct professional language**.

In consultation with the supervisor, students assess **with certainty** their own ability and the requirements of the situation.

## Personal sales 2

The course, personal sales 2, covers points 1–9 under the heading Aim of the subject, with special emphasis on points 2–3 and 9. The course covers advanced knowledge in the subject.

### Core content

*Teaching in the course should cover the following core content:*

- Selling and sales techniques e.g. additional sales and system sales.
- Market communication in the sales area.
- Negotiations and presentation skills.
- Seller's role and tasks in different sales organisations.
- Sales psychology and motivation training, and also personal sales style and how to use personal resources in the best way.
- Customer psychology, which involves describing and analysing customer patterns and customer behaviour.
- Cultural differences in sales techniques.
- Business intelligence in business contexts.
- Laws and other regulations in the area, and also ethical rules in the sales area.
- Costing and profitability calculations.
- Working environment issues in the sales area.
- Project methodology and computer knowledge.

### Knowledge requirements

#### Grade E

Students describe **in basic terms** how sales work and negotiations are planned, organised and carried out in a sales-oriented way in different industries. In addition, students describe **in basic terms** how market communication is planned and carried out. In their descriptions, students give an account **in basic terms** of how attitudes, values and approaches affect sales situations.

Students plan, organise and carry out **in consultation** with the supervisor tasks in the area of personal sales. In their work, students use **with some certainty** common working methods, techniques and working materials. Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students use **with some certainty** techniques and methods for making calculations, including financial calculations, and

solve **in consultation** with the supervisor problems that occur in the work. Furthermore, students work in environmentally friendly ways, economising on the use of resources, ergonomically, and in ways which are safe both for themselves and others. Students do this **in consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **simple** assessments. Students cooperate with others and communicate **with some certainty** in a customer oriented way.

In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

### **Grade D**

Grade D means that the knowledge requirements for grade E and most of C are satisfied.

### **Grade C**

Students describe **in detail** how sales work and negotiations are planned, organised and carried out in a sales-oriented way in different industries. In addition, students describe **in detail** how market communication is planned and carried out. In their descriptions, students give an account **in detail** of how attitudes, values and approaches affect sales situations.

Students plan, organise and carry out **after consultation** with the supervisor tasks in the area of personal sales. In their work, students use **with some certainty** common working methods, techniques and working materials. Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students use **with some certainty** techniques and methods for making calculations, including financial calculations, and solve **after consultation** with the supervisor problems that occur in the work. Furthermore, students work in environmentally friendly ways, economising on the use of resources, ergonomically, and in ways which are safe both for themselves and others. Students do this **after consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **balanced** assessments. Students cooperate with others and communicate **with some certainty** in a customer oriented way **in correct professional language**.

In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

### **Grade B**

Grade B means that the knowledge requirements for grade C and most of A are satisfied.

### **Grade A**

Students describe **in detail and in a balanced way** how sales work and negotiations are planned, organised and carried out in a sales-oriented way in different industries. In addition, students describe **in detail and in a balanced way** how market communication is planned and carried out.

In their descriptions, students give an account **in detail and in a balanced way** of how attitudes, values and approaches affect sales situations.

Students plan, organise and carry out **after consultation** with the supervisor tasks in the area of personal sales. In their work, students use **with certainty**, common working methods, techniques and working materials. Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students use **with certainty** techniques and methods for making calculations, including financial calculations, and solve **after consultation** with the supervisor problems that occur in the work. Furthermore, students work in environmentally friendly ways, economising on the use of resources, ergonomically, and in ways which are safe both for themselves and others. Students do this **after consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **balanced** assessments, **and also make proposals on how the work can be improved**. Students cooperate with others and communicate **with certainty** in a customer oriented way **in correct professional language**.

In consultation with the supervisor, students assess **with certainty** their own ability and the requirements of the situation.

## Personal sales 3

The course, personal sales 3, covers points 1–9 under the heading Aim of the subject, with special emphasis on points 2–3 and 9. The course covers advanced knowledge in the subject.

### Core content

*Teaching in the course should cover the following core content:*

- Sales plans and sales processes, e.g. sales between companies, key account sales, system sales, technical sales and sales of services.
- Business communication and sales in different business cultures and impact of different business practices.
- Sales techniques for salespersons in export companies.
- Sales management and leadership, how salespersons can be led and developed, and also developing sales work and sales strategies in the business.
- The roles of marketing and sales in a marketing system.
- Customer psychology.
- Negotiation skills and how personal projects can be run in the sales area.
- Rhetoric and presentation skills for sales.

### Knowledge requirements

#### Grade E

Students describe **in basic terms** how advanced sales work is planned, organised and carried out in a sales-oriented way in different industries. In addition, students describe **in basic terms** the role of sales staff in a marketing system, how business communications are planned and carried out, and also how sales management is used in sales processes. In their descriptions, students give an account **in basic terms** of how attitudes, values and approaches affect sales situations.

Students plan, organise and carry out **in consultation** with the supervisor tasks in the area of personal sales. In their work, students use **with some certainty** common working methods, techniques and working materials. Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students use **with some certainty** techniques and methods for making calculations, including financial calculations, and solve **in consultation** with the supervisor problems that occur in the work. Furthermore, students work in environmentally friendly ways, economising on the use of resources, ergonomically, and in ways which are safe both for themselves and others. Students do this **in consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **simple** assessments. Students cooperate with others and communicate **with some certainty** in a customer oriented way.

In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

### **Grade D**

Grade D means that the knowledge requirements for grade E and most of C are satisfied.

### **Grade C**

Students describe **in detail** how advanced sales work is planned, organised and carried out in a sales-oriented way in different industries. In addition, students describe **in detail** the role of sales staff in a marketing system, how business communications are planned and carried out, and also how sales management is used in sales processes. In their descriptions, students give an account **in detail** of how attitudes, values, approaches and business customs affect sales situations.

Students plan, organise and carry out **after consultation** with the supervisor tasks in the area of personal sales. In their work, students use **with some certainty** common working methods, techniques and working materials. Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students use **with some certainty** techniques and methods for making calculations, including financial calculations, and solve **after consultation** with the supervisor problems that occur in the work. Furthermore, students work in environmentally friendly ways, economising on the use of resources, ergonomically, and in ways which are safe both for themselves and others. Students do this **after consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **balanced** assessments. Students cooperate with others and communicate **with some certainty** in a customer oriented way **in correct professional language**.

In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

### **Grade B**

Grade B means that the knowledge requirements for grade C and most of A are satisfied.

### **Grade A**

Students describe **in detail and in a balanced way** how advanced sales work is planned, organised and carried out in a sales-oriented way in different industries. In addition, students describe **in detail and in a balanced way** the role of sales staff in a marketing system, how business communication is planned and carried out, and also how sales management is used to promote sales. In their descriptions, students give an account **in detail and in a balanced way** of how attitudes, values, approaches and business customs affect sales situations.

Students plan, organise and carry out **after consultation** with the supervisor tasks in the area of personal sales. In their work, students use **with certainty**, common working methods, techniques and working materials. Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students use **with certainty** techniques and methods for making calculations, including financial calculations, and solve **after consultation** with the supervisor problems that occur in the work. Furthermore, students work in environmentally friendly ways, economising on the use of resources, ergonomically, and in ways which are safe both for themselves and others. Students do this **after consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **balanced** assessments, **and also make proposals on how the work can be improved**. Students cooperate with others and communicate **with certainty** in a customer oriented way **in correct professional language**.

In consultation with the supervisor, students assess **with certainty** their own ability and the requirements of the situation.