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ABSTRACT

The general purpose of the occupational analysis is to provide workable, basic information dealing with the many and varied duties performed in the industrial sales occupation. The document opens with a brief introduction followed by a job description. The bulk of the document is presented in table form. Eight duties are broken down into a number of tasks and for each task a two-page table is presented, showing on the first page: tools, equipment, materials, objects acted upon; performance knowledge (related also to decisions, cues and errors); Safety--hazard; and on the second page: science; math--number systems; and communications (performance modes, examples, and skills and concepts). The duties include: introducing new items; analyzing customers' needs; performing sales presentation; negotiating and completing terms of sales contract with customer; determining results by followup contact; contacting and servicing existing and prospective customers; developing and implementing sales promotion and product promotion plan; and writing reports. The appendix briefly covers safety and hazards, math--number systems, and a behavioral science code dealing with work attitudes and personal qualities. (BP)

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Occupational Analysis

CE 004 178

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INDUSTRIAL SALESPERSON

U.S. DEPARTMENT OF HEALTH,
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EDUCATION

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Instructional Materials Laboratory
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5874

AN ANALYSIS OF THE INDUSTRIAL SALES OCCUPATION

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TABLE OF CONTENTS

Foreword	v
Preface	vii
Acknowledgment	ix
Job Description.	xi
Duties ⁽¹²⁾	
A Introducing New Items	1
B Analyzing Customers Needs.	19
C Performing Sales Presentation	31
D Negotiating and Completing Terms of Sales Contract with Customer.	53
E Determining Results by Follow-Up Contact	71
F Contacting and Servicing Existing and Perspective Customers	85
G Developing and Implementing Sales Promotion and Product Promotion Plan.	103
H Writing Reports	115
Appendix	129

5

FOREWORD

The occupational analysis project was conducted by The Instructional Materials Laboratory, Trade and Industrial Education, The Ohio State University in conjunction with the State Department of Education, Division of Vocational Education pursuant to a grant from the U.S. Office of Education.

The Occupational Analysis project was proposed and conducted to train vocational educators in the techniques of making a comprehensive occupational analysis. Instructors were selected from Agriculture, Business, Distributive, Home Economics and Trade and Industrial Education to gain experience in developing analysis documents for sixty-one different occupations. Representatives from Business, Industry, Medicine, and Education were involved with the vocational instructors in conducting the analysis process.

The project was conducted in three phases. Phase one involved the planning and development of the project strategies. The analysis process was based on sound principles of learning and behavior. Phase two was the identification, selection and orientation of all participants. The training and workshop sessions constituted the third phase. Two-week workshops were held during which teams of vocational instructors conducted an analysis of the occupations in which they had employment experience. The instructors were assisted by both occupational consultants and subject matter specialists.

The project resulted in producing one hundred two trained vocational instructors capable of conducting and assisting in a comprehensive analysis of various occupations. Occupational analysis data were generated for sixty-one occupations. The analysis included a statement of the various tasks performed in each occupation. For each task the following items were identified: tools and equipment; procedural knowledge; safety knowledge; concepts and skills of mathematics, science and communication needed for successful performance in the occupation. The analysis data provided a basis for generating instructional materials, course outlines, student performance objectives, criterion measures as well as identifying specific supporting skills and knowledge in the academic subject areas.

PREFACE

In the initial undertaking of this occupational analysis as it would apply to an industrial salesperson* the main concern was with a comprehensive procedural analysis; yet at the same time concentrating the analysis to that which is unique to industrial sales. When one speaks in reference to purchasing, one speaks in reference to one basic marketing function. When one speaks in reference to buying and selling new and used cars, one speaks of one essential product. In the area of industrial sales, one refers to thousands of different product functions, required knowledge, and supportive duties. Thus, the essential problem at the outset was to do an occupational analysis as it would be unique only to industrial sales. This is one of the underlying points which needs to be kept uppermost in the mind of the reader.

The approach to this analysis was to eliminate those duties, tasks, performances or knowledge common to sales as it exists on the consumer product or retail level. For purposes of this analysis, it is assumed that one is aware of the common knowledge and techniques found in every-day selling situations on the retail or consumer level.

This analysis begins where this type of selling ends. Again, this occupational analysis is concerned with emphasis on those particular and unique activities as they are encountered by the industrial salesperson. Thus, an analysis would not be done in the areas of approaching or greeting the customer. There is extensive analysis on cost estimations, negotiations and introducing new product lines. It was agreed this approach would allow this occupational analysis to be distinguishable in its own right and eliminate the confusion with other types of selling.

What developed from this approach is to be found in the following pages. It is the hope of these writers that the reader will not only find a comprehensive and cohesive analysis, but one which will prove beneficial and meaningful in its own right; in its own place; within a given classroom situation.

* It is assumed here that the reader is aware of those distinguishable characteristics.

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JOB DESCRIPTION

Every industrial salesperson must thoroughly know the company he/she represents and the products that his/her company produces. The job may be to handle one-time sales, to introduce new products, to keep orders for established items coming in, or to see that the clients get the best possible results with the products. He/she may also do a combination of these things. The manner in which the salesperson performs the duties depends to a large extent on whether one sells technical products to business and industry or non-technical products for resale to the general public.

Salespersons of industrial products usually sell merchandise that industry will use in its own business rather than for resale. This merchandise may be machinery or electronic equipment designed to make the company's operation more efficient, or it may be raw materials and parts which will be used in the finished product the company sells. Some salespersons sell fairly standardized items and do not need to be college graduates. However there are instances where salespersons who sell to business and industry will find technical training useful. They must know a great deal about their company's products and policies. They must also have a considerable knowledge of salesmanship.

After the sale has been made and the equipment is installed one may instruct the customer's own employees in the operation and maintenance of the equipment, also may make frequent return visits to be sure that the product sold is working satisfactorily.

Salespersons spend most of their time getting orders from their regular customers for already established lines. They try to increase the size of these orders constantly by helping wholesalers merchandise current stock successfully.

Often in industrial sales, one teaches the representatives of the various companies about products and special promotions. At times, he/she holds conferences with the wholesale salespersons to encourage them to promote the sale of particular products.

The industrial salespersons needs to have a good background in the economics of wholesaling—the necessary margins of profits; budgetary controls, warehousing, inventory control, sales compensation, and sales management. This knowledge enables him/her to help the wholesaler and clients to correct weaknesses and exploit strengths to their mutual benefits. He/she advises the wholesaler and client on such problems as credit and pricing, as well as provide such services as complaint adjustments.

JOB DESCRIPTION (CON'T)

Another aspect to the marketing of industrial products is sales promotion in which the industrial salesperson rarely sells anything but instead tries to promote sales by supplying merchandising advice and services.

He/she displays good will by helping the retailer sell more products and by advising on publicity opportunities, store layouts, displays, exhibits, special events, and direct mail and other advertising media. The industrial salesperson explains the services offered by his/her company, such as in-store demonstrations, special displays, and sales training.

Although industrial salespersons spend most of their time with customers, there are also many non-selling activities connected with their jobs. They must make up lists of prospects, schedule appointments, plan work schedules, handle sales correspondence, and keep expense accounts. They must spend time reading company and business publications and studying price lists and descriptions of new products. They must keep informed about new developments in their field and about conditions in their territory. They are also expected to write reports on the sales made, sales prospects, competitors' products, and credit ratings of their customers.

11

Duty A

Introducing New Items

- 1 Up-date and maintain current product line catalogs
- 2 Distribute available current literature
- 3 Interpret new product description(s) to customer
- 4 Demonstrate new product lines
- 5 Suggest auxiliary equipment and material
- 6 Inform customer of new technological changes
- 7 Examine competitor's products
- 8 Handle objections

(TASK STATEMENT) UP-DATE AND MAINTAIN CURRENT PRODUCT LINE CATALOGS

TOOLS, EQUIPMENT, MATERIALS;
OBJECTS ACTED UPON

Client/customer
Product line catalog
Trade journals

PERFORMANCE KNOWLEDGE

Select proper catalog
Identify old material
Remove old material
Insert new material

SAFETY - HAZARD

DECISIONS

Determine proper time to insert new material

CUES

Availability of data

ERRORS

Loss of sales
Inappropriate orders

<p style="text-align: center;">SCIENCE</p> <p>Personal qualities Exhibit capacity to ascertain personal qualities of client (skills, knowledge, character, flexibility, learning capacity); to foster trust; to accurately reflect business operation environment and job expectations; to engender clear statement of rational; to listen openly and attentively (without bias) in the communication process; and to exhibit qualities of tact, poise, consideration, graciousness, and imagination Human considerations Grant appropriate regard for customer's unique needs, exhibit capacity to ascertain best service for the particular party type request, show and describe facilities with appropriate speed and clarity, communicate pride in establishment, maintain regard for differing views on maximum efficiency of the operations Physical, emotional, and mental considerations Organization</p>	<p style="text-align: center;">MATH - NUMERIC SYSTEMS</p> <p>Use of Numbers (without calculation) Counting Coordinate system Ordering Indexing Coding Ratio Measurement Recording</p>
<p>COMMUNICATIONS</p>	
<p style="text-align: center;"><u>PERFORMANCE MODES</u></p> <p>Reading</p> <p>Writing</p> <p>Viewing</p>	<p style="text-align: center;"><u>EXAMPLES</u></p> <p>Comprehend written instructions</p> <p>Write information letter to client</p> <p>Examine charts and plans Catalog</p>
<p style="text-align: center;"><u>SKILLS/CONCEPTS</u></p> <p>Comprehension, description of mechanism, terminology</p> <p>Penmanship, spelling, reports (informational), business letters, diction, persuasion, denotation/connotation, logic, usage</p> <p>Recognition of symbols, codes, and emblems</p>	

(TASK STATEMENT) DISTRIBUTE AVAILABLE CURRENT LITERATURE

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Client
Manufacturer publication (s)
Industrial salesperson's created
literature
Agency or organizational literature
Various approaches:
Visit client
Mail literature
Invite client to firm

PERFORMANCE KNOWLEDGE

Sort literature according to customer's
needs
Use most appropriate approach to
contact customer

SAFETY - HAZARD

DECISIONS

Choose most appropriate approach

CUES

Organizational structure to determine
approach
Geographical locations
Current economic conditions

ERRORS

Getting material to wrong person
Using wrong method of distribution
of literature as result of
approach

SCIENCE

Personal Qualities

Exhibit capacity to ascertain personal qualities of client (skills, knowledge, character, flexibility, learning capacity); to foster trust; to accurately reflect business operation environment and job expectations; to engender clear statement of rational; to listen openly and attentively (without bias) in the communication process; and to exhibit qualities of tact, poise, consideration, graciousness, and imagination

Professionalism

Maintain capacity to foster trust; to foster confidentiality; to foster cooperation; to generate integrity; to cope with conflict behavior; to function efficiently when encountering fast changing, multiple, personal or situational variables; and to exhibit qualities of self-confidence, self-control, self-reliance, self-respect, and adaptability

Physical, emotional, and mental considerations

Concentration, mental alertness, mental quietude, mental clarity, organization

PERFORMANCE MODES

Speaking

Reading

Listening

Viewing

COMMUNICATIONS

EXAMPLES

Verbal introduction
Social

Comprehension of catalog

Conversation
Social/business
Illustration

MATH - NUMBER SYSTEMS

Use of Numbers (without calculation)

Counting
Coordinate system
Ordering
Indexing
Coding
Ratio
Measurement
Recording

SKILLS/CONCEPTS

Terminology/General vocabulary, Appropriate diction, Enunciation, Clarity of expression, Dress, Poise, Usage

Comprehension, Detail/Inference, Informational reports, Recommendation reports, Physical experiment, Description of mechanism, Terminology Concentration, Note taking

Recognition of symbols, codes, emblems

14

(TASK STATEMENT) INTERPRET NEW PRODUCT DESCRIPTION TO CUSTOMER

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY — HAZARD
<p>Presentation vehicles: Written materials and literature Audio-visual equipment and materials Mock-ups</p>	<p>Prepare written and/or oral presentation Identify product features and benefits which are unique and different from existing lines and competitors lines Deliver presentation to client</p>	
<p><u>DECISIONS</u> Determine presentation vehicles or combination thereof</p>	<p><u>CUES</u> Organizational structure to determine approach Geographical locations Current economic conditions</p>	<p><u>ERRORS</u> Vehicle chosen would produce least effective presentation</p>

TASK STATEMENT) INTERPRET NEW PRODUCT DESCRIPTION TO CUSTOMER

SCIENCE

Personal qualities (see appendix)
Professionalism (see appendix)
Human considerations (see appendix)

Basic human inhibitions

Excessive preoccupation with past experiences
Conditions for healthy and growth-directed job performance
Awareness of one's changing emotional states; Capacity to maintain open-mindedness and composure in the face of seemingly different, eccentric or conflicting values expressed behaviorally or verbally

Physical, emotional, and mental considerations
Comfort, safety, physical, emotional and intellectual health, attention, concentration, mental clarity, organization

MATH - NUMBER SYSTEMS

Rational Numbers
Fundamental Operations (Calculation)
Basic Arithmetic Skills and Concepts
Use of Computing Devices and Mechanical Aids
Basic Measurement Skills and Concepts
Basic Algebra Skills and Concepts
Basic Geometry Skills and Concepts
Basic Trigonometry Skills and Concepts
Basic Probability Skills and Concepts
Basic Statistical Skills and Concepts
Basic Logic

As it may apply:

Dependent on nature and use of product
Status and competency of client or audience

Math - Number Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES

Speaking

Reading

Listening

Viewing

EXAMPLES

Verbal introduction

Comprehending catalogs

Communication

Illustration

SKILLS/CONCEPTS

Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
Comprehension, Detail/Inference, Informational reports, Recommendation reports

Auditory discrimination, Detection of propaganda devices, Discriminate facts from non-facts, Recognize opinions, Concentration, Logic, Note taking
Recognition of symbols, codes, emblems

(TASK STATEMENT) / DEMONSTRATE NEW PRODUCT LINES

<p>TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON</p> <p>Actual product Strategic part of the product Audio-visual products Simulations Mock-ups Scale models</p>	<p>PERFORMANCE KNOWLEDGE</p> <p>Set up presentation equipment Check out equipment Physically demonstrate product Entertain respondents questions Review highlights of presentation Make aware of availability procedures</p>	<p>SAFETY - HAZARD</p> <p>Safety and Hazard (see appendix)</p>
<p>DECISIONS</p> <p>Decide what techniques to utilize to make presentation most effective and emphatic</p>	<p>CUES</p> <p>Facial expression of client Verbal questions Objections</p>	<p>ERRORS</p> <p>Not gearing presentation to customer needs Lost sale</p>

SCIENCE	MATH - NUMBER SYSTEMS
<p>Personal qualities (see appendix) Professionalism (see appendix) Human considerations (see appendix) Physical, emotional, and mental considerations Physical, emotional and intellectual health, Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Basic human inhibitions Excessive anticipation of expected events; Excessive preoccupation with past experiences, Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal values which inhibit open interpersonal communication Conditions for healthy and growth-directed job performance Awareness of, one's unlimited intellectual activities; Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables</p>	<p>Fundamental Operations (Calculation), Use of Numbers (without calculation), Set of Real Numbers, Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids. Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [Physically demonstrate product] As it may apply: Dependent on nature and use of product Status and competency of client or audience Math - Number Systems (see appendix)</p>
COMMUNICATIONS	
<p><u>PERFORMANCE MODES</u></p> <p>Speaking</p> <p>Listening</p> <p>Viewing</p>	<p><u>EXAMPLES</u></p> <p>Verbal presentation</p> <p>Conversation</p> <p>Illustration</p> <p><u>SKILLS/CONCEPTS</u></p> <p>Terminology, Diction, Implying, Enumeration, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage Auditory discrimination, Discriminate facts from non-facts, Recognize opinions, Concentration, Logic, Word definition Visual analysis, Describing, Recognition of symbols, codes, emblems</p>

(TASK STATEMENT) SUGGEST AUXILIARY EQUIPMENT AND MATERIAL

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Client
Actual product and equipment
Auxiliary

PERFORMANCE KNOWLEDGE

Determine customer needs
Suggest equipment and materials
Handle objections
Reinforce suggestions

SAFETY - HAZARD

Safety and Hazard (see appendix)

DECISIONS

Determine method of approach
Determine techniques to use in making suggestions
Determine appropriate quantity and number of equipment and materials

CUES

Customer reaction
Budget of client
Customer needs

ERRORS

Overload customer in inventory
Short customer (in appropriate quantity)
Failure to suggest at all

<p style="text-align: center;">SCIENCE</p> <p>Personal qualities (see appendix) Professionalism (see appendix) Human considerations (see appendix) Physical, emotional, and mental considerations Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Basic human inhibitions (see appendix)</p> <p>Conditions for healthy and growth-directed job performance Awareness of one's changing emotional states; of changing physical states; of unlimited intellectual activities; of diverse, intuitive (creative) capacities; to perceive, quickly integrate, and function well in the face of unexpected situational variables; and to main- tain open-mindedness and composure in the far seemingly different, eccentric, or clashing values expressed behaviorally or verbally</p>	<p style="text-align: center;">MATH -- NUMBER SYSTEMS</p> <p>Fundamental Operations (Calculation), Use of Numbers (without calculation), Set of Real Numbers, Basic Arith- metic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [In handling objections, determining customer needs, reinforce suggestions]</p> <p>As it may apply: Dependent on nature and use of product Status and competency of client or audience</p> <p>Math - Number Systems</p>
<p>COMMUNICATIONS</p>	
<p style="text-align: center;"><u>PERFORMANCE MODES</u></p> <p>Speaking</p> <p>Listening</p>	<p style="text-align: center;"><u>EXAMPLES</u></p> <p>Verbal persuasion</p> <p>Conversation</p>
<p style="text-align: center;"><u>SKILLS/CONCEPTS</u></p> <p>Terminology, Diction, Implying, Enunci- ation, Clarity of expression, Persua- sion, Denotation/Connotation, Logic, Gestures, Facial and body features, Dress, Poise, Usage Discriminate facts from non-facts, Recognize opinions, Concentration, Logic, Word definition, Note taking</p>	

(TASK STATEMENT) INFORM CUSTOMER OF NEW TECHNOLOGICAL CHANGES

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Client
Trade journals
Industry periodicals and publica-
tions
Samples
Testimonials:
Documentation
Supportive data

PERFORMANCE KNOWLEDGE

Question customer on current opera-
tional methods
Highlight product features and benefits
Present product relating to current
or projected needs
Meet objections
Supply client with written data and
supportive documentation
Create vehicle for client to be
trained and educated in the
technological change

SAFETY - HAZARD

Safety and Hazard (see appendix)

23

DECISIONS

Technique and methodology of inform-
ing client
How much information to provide

CUES

Size and nature of operation
Client's background within industry

ERRORS

Wrong amount of information (too much
or too little)

TASK STATEMENT) INFORM CUSTOMER OF NEW TECHNOLOGICAL CHANGES

<p style="text-align: center;">SCIENCE</p>	<p>Personal qualities (see appendix) Professionalism (see appendix) Human consideration (see appendix) Physical, emotional, and mental considerations Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Basic human inhibitions (see appendix) Conditions for healthy and growth-directed job performance Awareness of one's diverse, intuitive (creative) capacities; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally; Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables</p>
<p style="text-align: center;">MATH - NUMBER SYSTEMS</p>	<p>Set of Real Numbers [As applied to new product features and benefits], Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic</p> <p>As it may apply: Dependent on nature and use of product Status and competency of client or audience</p> <p>Math - Numbers Systems (see appendix)</p>
<p>COMMUNICATIONS</p>	
<p><u>PERFORMANCE MODES</u></p> <p>Speaking</p> <p>Listening</p>	<p><u>EXAMPLES</u></p> <p>Verbal presentation</p> <p>Interpret objections</p>
<p><u>SKILLS/CONCEPTS</u></p> <p>Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage</p> <p>Auditory discrimination, Detection of propaganda devices, Discriminate fact from non-fact, Recognize opinions, Concentration, Logic, Word definition and Note taking</p>	

(TASK STATEMENT) EXAMINE COMPETITORS' PRODUCT(S)

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Competitors' product(s)
Competitors' operational procedure
Research and development

PERFORMANCE KNOWLEDGE

Identify competitors and products
Seek out location of product
Buy product where applicable and test
or use
Observe product in operation

SAFETY - HAZARD . 25

Safety and Hazard (see appendix)

DECISIONS

Determine competitors' strengths and
weaknesses
Determine best potential market

CUES

Share of the market segment of
competitors

ERRORS

Improper analysis
Failing to recognize competitors or
competitors' product lines

SCIENCE	MATH - NUMBER SYSTEMS
<p>Personal qualities Exhibit capacity to listen openly and attentively (without bias) in this communication process; Exhibit capacity of tact, poise, consideration, graciousness, and imagination Professionalism Exhibit qualities of self-confidence, self-control, self-reliance, self-respect, and adaptability Physical, emotional, and mental considerations</p> <p>Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, organization Basic human inhibitions (see appendix) Conditions for healthy and growth-directed job performance Awareness of one's diverse, intuitive (creative) capacities</p>	<p>Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as applicable to analysis]</p> <p>As it may apply: Dependent on nature and use of product Status and competency of client or audience</p> <p>Math - Number Systems (see appendix)</p>
COMMUNICATIONS	
<p><u>PERFORMANCE MODES</u></p> <p>Reading</p> <p>Listening</p> <p>Viewing</p>	<p><u>EXAMPLES</u></p> <p>Comprehension of data</p> <p>Presentations</p> <p>Illustration</p>
	<p><u>SKILLS/CONCEPTS</u></p> <p>Comprehension, Speed/Rate, Detail/Inference, Informational reports, Recommendation reports, Physical experiment, Description of mechanism, Terminology Auditory discrimination, Discriminate facts from non-facts, Concentration, Logic, Noise discrimination Visual analysis, Recognition of symbols and codes, emblems</p>

TASK STATEMENT) HANDLE OBJECTIONS
TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Client or customer

PERFORMANCE KNOWLEDGE

Repeat objection in order to clarify and understand
 Counteract objection by converting into a selling point

SAFETY - HAZARD

217

DECISIONS

Decide technique to employ in counteracting objection

Determine what and when to anticipate objections

CUES

Client's statements, lack of response

Client's attitude

ERRORS

Failure to recognize objection when encountered

Down grading competitors' product(s)
 Arguing with customer

ASK STATEMENT)	HANDLE OBJECTIONS
<p>SCIENCE</p> <p>Personal qualities (see appendix) Professionalism (see appendix) Human consideration (see appendix) Physical, emotional, and mental considerations Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Basic human inhibitions Excessive anticipation of expected events Excessive preoccupation with past experiences Excessive preoccupation with fantasy Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines) Excessive attachment to personal value sets which inhibit open interpersonal communication Excessive mental activity to the complete exclusion of intuitive body expressions</p>	<p>MATH - NUMBER SYSTEMS</p> <p>Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as applicable to con- version]</p> <p>As it may apply: Dependent on nature and use of product Status and competency of client or audience</p> <p>Math - Number Systems (see appendix)</p>
COMMUNICATIONS	
<p><u>PERFORMANCE MODES</u></p> <p>Listening</p> <p>Speaking</p> <p>Viewing</p>	<p><u>EXAMPLES</u></p> <p>Conversation</p> <p>Verbal persuasion</p> <p>Illustration</p>
<p><u>SKILLS/CONCEPTS</u></p> <p>Auditory discrimination, Discriminate facts from non-facts, Recognize opinions, Word definition, Note taking Terminology, Diction, Implying, Enumci- ation, Clarity of expression, Persua- sion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage Recognition of symbols, codes, emblems</p>	

Duty B Analyzing Customer Needs

- 1 Determine customer need (s)
- 2 Observe and determine clients operational problems
- 3 Relay customer needs to research and development
- 4 Determine specific equipment to meet customers needs
- 5 Decide specific material to meet customer need (s)

(TASK STATEMENT) DETERMINE CUSTOMER NEED(S)

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Client
Customer

PERFORMANCE KNOWLEDGE

Employ questioning techniques as they
apply to clients operation (scope
of operation)
Observe as a follow-up to questioning
techniques
Determine job to be done

SAFETY - HAZARD

Safety and Hazard (see appendix)

DECISIONS

Determine if a product to fill
a client's need is available

CUES

Awareness of outside influences such
as financial conditions

ERRORS

Misinterpreting real need for a
secondary or superficial need
*a great deal of emphasis needs to be
made here with techniques and
methodology of questioning (see
communication)

ASK STATEMENT) DETERMINE CUSTOMER NEED(S)

SCIENCE

Personal qualities
 Exhibit capacity to ascertain personal qualities of client (skills, knowledge, character, flexibility, learning capacity)
 Professionalism
 Maintain capacity to function efficiently when encountering fast changing, multiple, personal or situational variables; Exhibit qualities of self-confidence, self-control, self-reliance, self-respect, and adaptability
 Physical, emotional, and mental considerations
 Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental clarity, mental quietude, organization
 Basic human inhibitions (see appendix)

MATH - NUMBER SYSTEMS

Set of Real Numbers, Use of Numbers (with-out calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as applicable to determining customer need]
 As it may apply:
 Dependent on nature and use of product
 Status and competency of client or audience
 Math - Number Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES

Speaking

Listening

EXAMPLES

Verbal questions

Customer's needs

SKILLS/CONCEPTS

Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
 Auditory discrimination, Detection of propaganda devices, Recognition of opinions, Concentration, Logic, Note taking

(TASK STATEMENT) OBSERVE AND DETERMINE CLIENT'S OPERATIONAL PROBLEMS

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Existing facilities
Existing equipment
Existing materials
Existing operation
Client's operational philosophy
(market share, distribution, etc.)

PERFORMANCE KNOWLEDGE

Discuss with client operational procedures
Decipher operational strengths and weaknesses
Physically observe operation to confirm judgement on strengths and weaknesses
Advise client on operational problems
Suggest methods and procedures to improve

SAFETY - HAZARD

Safety and Hazard (see appendix)

32

DECISIONS

Determine best method of operation pertaining to this client

CUES

Production inefficiency, excessive costs, duplication of efforts

ERRORS

Inability to properly inform on best and most efficient operation in reducing costs

SCIENCE	MATH -- NUMBER SYSTEMS
<p>Personal qualities (see appendix) Professionalism (see appendix) Human considerations (see appendix) Physical, emotional, and mental consideration Attention; Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Basic human inhibitions Excessive anticipation of expected events Excessive preoccupation with fantasy Excessive preoccupation with past experiences Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines) Excessive attachment to personal value sets which inhibit open interpersonal communication Excessive mental activity to the complete exclusion of intuitive body expression</p>	<p>Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Statistical Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Logic, Basic Geometry Skills and Concepts, [in order to advise client properly]</p> <p>As it may apply: Dependent on nature and use of product Status and competency of client or audience</p> <p>Math - Number Systems (see appendix)</p>
COMMUNICATIONS	
PERFORMANCE MODES	EXAMPLES
Speaking	Verbal questioning techniques
Listening	Conversation
Viewing	Illustration or viewing equipment
SKILLS/CONCEPTS	
<p>Terminology, Diction, Implying, Enunci- ation, Clarity of expression, Persua- sion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage Auditory discrimination, Discriminate facts from non-facts, Recognize opin- ions, Concentration Visual analysis, Detail/Inference, Color discrimination, Recognition of symbols and codes, emblems</p>	

TASK STATEMENT) RELAY CUSTOMER NEEDS TO RESEARCH AND DEVELOPMENT

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Product or problem
 Written data
 Written analysis
 Research and Development people*
 Parts or material (given by client)
 Sample of work to be done

*Some Research and Development departments may vary in scope and sophistication depending on nature and size of company salesperson is representing

PERFORMANCE KNOWLEDGE

Collect and organize all relevant information and material to Research and Development department
 Present facts and problems to Research and Development department
 Collect Research and Development analysis report
 Analyze report from Research and Development in relationship to customer needs

SAFETY -- HAZARD

DECISIONS

Determine and eliminate irrelevant information

CUES

Company procedure to follow in presentation of analysis for Research and Development department

ERRORS

Not having significant data to present to Research and Development

SCIENCE	MATH - NUMBER SYSTEMS
<p>Personal qualities</p> <p>Exhibit capacity to accurately reflect business operation environment and job expectations</p> <p>Professionalism</p> <p>Maintain capacity to function efficiently when encountering fast changing, multiple, personal or situational variables; Exhibit qualities of self-confidence, self-control, self-reliance, self-respect, and adaptability</p> <p>Physical, emotional, and mental considerations</p> <p>Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization</p> <p>Conditions for healthy and growth-directed job performance</p> <p>Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables</p>	<p>Set of Real Numbers, Fundamental Operations (Calculation), Use of Numbers (without calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [in order to properly inform Research and Development]</p> <p>As it may apply:</p> <p>Dependent on nature and use of product</p> <p>Status and competency of client or audience</p> <p>Math - Number Systems (see appendix)</p>
<p>COMMUNICATIONS</p>	
<p><u>PERFORMANCE MODES</u></p> <p>Speaking</p> <p>Reading</p> <p>Writing</p> <p>Listening</p>	<p><u>EXAMPLES</u></p> <p>Deliver oral instruction</p> <p>Comprehend written reports</p> <p>Write informative report</p> <p>Discriminate reports</p>
<p><u>SKILLS/CONCEPTS</u></p> <p>Terminology, Diction, Clarity of expression, Denotation/Connotation, Logic</p> <p>Comprehension, Detail/Inference, Informational reports, Recommendation reports, Physical experiment, Description of mechanism</p> <p>Penmanship, Spelling, Reports, Business letters, diction, clarity of expressions, persuasion, denotation/connotation, logic</p> <p>Auditory discrimination, Discriminate facts from non-facts, Recognize opinions, Concentration, Note taking</p>	

TASK STATEMENT) DETERMINE SPECIFIC EQUIPMENT TO MEET CUSTOMER(S) NEED

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Written recommendations from Research and Development department
Original data collected by salesperson

Reports on capabilities of equipment production and delivery by home company

PERFORMANCE KNOWLEDGE

Read report from Research and Development department

Synthesized with original data collected

As result, list possible alternatives

Consult with sales manager

Individually or collectively choose specific equipment

SAFETY - HAZARD

36

DECISIONS

Select proper alternative(s)

CUES

Time from original meeting to selection of equipment is reasonable

ERRORS

Select wrong alternative which will reflect on selecting wrong equipment

TASK STATEMENT) DETERMINE SPECIFIC EQUIPMENT TO MEET CUSTOMER(S) NEED

SCIENCE	MATH - NUMBER SYSTEMS
<p>Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communi- cate pride in establishment</p> <p>Conditions for healthy and growth-directed job performance Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally Physical, emotional, and mental considerations Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, organization</p>	<p>Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic (as it may apply to meeting needs)</p> <p>As it may apply: Dependent on nature and use of product Status and competency of client or audience</p> <p>Math - Number Systems (see appendix)</p>
<p>COMMUNICATIONS</p>	
<p><u>PERFORMANCE MODES</u></p> <p>Reading</p> <p>Viewing</p>	<p><u>EXAMPLES</u></p> <p>Comprehend written reports</p> <p>Interpret illustration</p>
<p><u>SKILLS/CONCEPTS</u></p> <p>Comprehension, Detail/Inference, Enumeration, Informational reports, Recommendation, Informational reports, Physical experiment, Description of mechanism, Terminology. Visual analysis, Logic, Recognition of symbols, codes, emblems</p>	

(TASK STATEMENT) DECIDE SPECIFIC MATERIAL TO MEET CUSTOMER NEEDS

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Actual auxiliary materials
Material data

PERFORMANCE KNOWLEDGE

Compile list of relevant material,
auxiliary, to be used in conjunction
with equipment
Rank in order of priority, in conjunc-
tion with client
Individually or collectively choose
auxiliary material

SAFETY - HAZARD

38

DECISIONS

Determine financial status

CUES

Production or use capacity

ERRORS

Wrong selection of relevant and
pertinent material

TASK STATEMENT) DECIDE SPECIFIC MATERIAL TO MEET CUSTOMER NEEDS

<p>SCIENCE</p> <p>Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communi- cate pride in establishment Physical, emotional, and mental consideration Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Conditions for healthy and growth-directed job performance Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally</p>	<p>MATH - NUMBER SYSTEMS</p> <p>Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing, Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as it may apply to meeting needs of customer]</p> <p>As it may apply: Dependent on nature and use of product Status and competency of client or audience</p> <p>Math - Number Systems (see appendix)</p>
<p>COMMUNICATIONS</p>	
<p><u>PERFORMANCE MODES</u></p> <p>Writing</p> <p>Reading</p>	<p><u>EXAMPLES</u></p> <p>Write informative report</p> <p>Pertinent data</p>
<p><u>SKILLS/CONCEPTS</u></p> <p>Penmanship, Spelling, Classification, Description, Reports, Business letters, Terminology Comprehension, Informational reports, Recommendation reports, Progress report, Description of mechanism, Definition, Terminology</p>	

Duty C Performing Sales Presentation

- 1 Adjust sales presentation to customers needs and operation
- 2 Determine most appropriate sales presentation formula(s) and steps
- 3 Plan presentation timing
- 4 Perform actual sales presentation
- 5 Utilize questioning techniques to determine potential objections
- 6 Stimulate customer by involvement in presentation (response)
- 7 Demonstrate product line knowledge, stressing product features and benefits
- 8 Maintain visual impact through demonstration
- 9 Incorporate company's image, policies and procedures in presentation
- 10 Close sales presentation

40

(TASK STATEMENT) ADJUST SALES PRESENTATION TO CUSTOMERS' NEEDS AND OPERATIONS

<p>TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON</p> <p>Client Supplemental presentation material Analysis data (of operation) Product analysis data</p>	<p>PERFORMANCE KNOWLEDGE</p> <p>Select data relevant to client's operation Incorporate relevant material into logical order Take logical sequence of information and plug into sales presentation</p>	<p>SAFETY - HAZARD</p> <p>A1</p>
<p>DECISIONS</p> <p>Decide what to add and delete in presentation</p>	<p>CUES</p> <p>Data, customer's needs, client's objections</p>	<p>ERRORS</p> <p>Ineffective sales presentation Presentation not geared to central issue</p>

<p>SCIENCE</p> <p>Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Communicate pride in establishment; Show and describe facilities with appropriate speed and clarity Physical, emotional, and mental considerations Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables</p>	<p>MATH -- NUMBER SYSTEMS</p> <p>Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as it applies to client's operations] As it may apply: Dependent on nature and use of product Status and competency of client or audience Math - Number Systems (see appendix)</p>
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<p>COMMUNICATIONS</p>	
<p><u>PERFORMANCE MODES</u></p> <p>Reading Viewing</p>	<p><u>EXAMPLES</u></p> <p>Comprehend written reports Illustration</p>
<p><u>SKILLS/CONCEPTS</u></p> <p>Comprehension, Detail/Inference, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposal, Description of mechanism, Definition Terminology Visual analysis, Logic, Recognition of symbols, codes, emblems</p>	



TASK STATEMENT) DETERMINE MOST APPROPRIATE SALES PRESENTATION FORMULAS AND STEPS

**TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON**

Customer feedback
Sales manager expertise
All relevant analysis data
Standardized sales technique formulas

PERFORMANCE KNOWLEDGE

Review research analysis
Consider audience
Consider product
Blend all facets of data and considerations into presentation

SAFETY - HAZARD

43

DECISIONS

Determine amount of allotted time for presentation

CUES

Client's operations and operational problems

ERRORS

Wrong selection of presentation producing ineffective demonstration

SCIENCE	MATH -- NUMBER SYSTEMS
<p>Human considerations</p> <p>Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment</p> <p>Conditions for healthy and growth-directed job performance</p> <p>Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables;</p> <p>Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally</p> <p>Physical, emotional, and mental considerations</p> <p>Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, organization</p>	<p>Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as it may apply to audience]</p> <p>As it may apply: Dependent on nature and use of product Status and competency of client or customer</p> <p>Math - Number Systems (see appendix)</p>
<p>COMMUNICATIONS</p>	
PERFORMANCE MODES	EXAMPLES
<p>Reading</p> <p>Listening</p>	<p>Comprehend written reports</p> <p>Conversation</p>
<p>SKILLS/CONCEPTS</p> <p>Comprehension, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposals, Description of mechanism, Definition, Terminology</p> <p>Auditory discrimination, Discriminate facts from non-facts, Recognize opinions, Concentration, Logic, Word definition, Note taking</p>	

(TASK STATEMENT) PLAN PRESENTATION TIMING

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Audio-visual tools
 All written analysis
 Equipment and materials to be used in actual presentation

PERFORMANCE KNOWLEDGE

Establish appointment with client
 Determine which tools to incorporate into presentation
 Plan sequence of presentation
 Rehearse presentation according to sequence

SAFETY - HAZARDS

DECISIONS

Determine what tools and equipment will be most effective with regard to framework allowed to work in

CUES

Where it will take place
 People involved (group v. individual)
 Flexibility of allotted time when setting appointment

ERRORS

Run over on allotted time
 Taking too much time with one item of a presentation

SCIENCE

Human considerations
 Grant appropriate regard for customer's unique needs;
 Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment
 Physical, emotional, and mental considerations
 Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization
 Conditions for healthy and growth-directed job performance
 Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables;
 Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally

MATH -- NUMBER SYSTEMS

Use of Numbers (without calculation)
 Counting
 Coordinate system
 Ordering
 Indexing
 Coding
 Ratio
 Measurement
 Recording

COMMUNICATIONS

PERFORMANCE MODES

Speaking
 Viewing
 Reading

EXAMPLES

Deliver message
 Illustration
 Written reports and instructions

SKILLS/CONCEPTS

Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Usage
 Visual analysis, Logic, Detail/Inference, Recognition of symbols, codes, emblems
 Comprehension, Detail/Inference, Informational reports, Recommendation reports, Physical experiment, Proposals, Description of mechanism, Definition, Terminology

(TASK STATEMENT) PERFORM ACTUAL SALES PRESENTATION

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Customer(s)
Supportive visuals, equipment and
data

PERFORMANCE KNOWLEDGE

Perform general steps of sale:
Approach customer (greeting)
Introduce and present product
Demonstrate the product
Involve customer
Meet objections
Recap and review
Close sale

Follow-up sale

SAFETY - HAZARD 47

DECISIONS

Determine amount of emphasis on each
step

CUES

Read customer reactions (facial and
questions, etc.)

ERRORS

Omit important step resulting in
ineffective presentation

Failure to give customer a chance to
take action

SCIENCE

Personal qualities (see appendix)
 Professionalism (see appendix)
 Human considerations (see appendix)
 Physical, emotional, and mental considerations
 Attention, Observation, Concentration, Mental alertness,
 Mental quietude, Mental clarity, Organization
 Basic human inhibitions (see appendix)
 Conditions for healthy and growth-directed job performance
 Capacity to perceive, quickly integrate, and function
 well in the face of unexpected situational variables;
 Capacity to maintain open-mindedness and composure in
 the face of seemingly different, eccentric or conflicting
 values expressed behaviorally or verbally

MATH - NUMBER SYSTEMS

Use of Numbers (without calculation)
 Counting
 Coordinate system
 Ordering
 Indexing
 Coding
 Ratio
 Measurement
 Recording
 Fundamental Operations (calculation)
 Addition, subtraction, multiplication, division
 algorithm
 Order of operations, i.e., use of parentheses in
 simplifying arithmetic expressions
 Basic arithmetic skills and concepts [as a reinforcement
 or emphasis during presentation]

COMMUNICATIONS

PERFORMANCE MODES

Speaking

Listening

Viewing

EXAMPLES

Deliver oral presentation

Comprehend objections

Comprehend illustrations

SKILLS/CONCEPTS

Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
 Auditory discrimination, Detection of propaganda devices, Discriminate fact from non-fact, Recognize opinions, Concentration, Logic
 Visual analysis, Logic, Detail/Inference, Color discrimination, Recognition of symbols, codes, emblems

AS

(TASK STATEMENT) UTILIZE QUESTIONING TECHNIQUES TO DETERMINE POTENTIAL OBJECTIONS

<p>TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON</p>	<p>PERFORMANCE KNOWLEDGE</p>	<p>SAFETY -- HAZARD</p>
<p>Client</p>	<p>Evolve awareness of questioning techniques available: Reflective Overhead Directed etc.</p>	
<p><u>DECISIONS</u></p> <p>Determine best time to ask questions</p> <p>Determine what questions to ask as listed above</p> <p>Determine which questions best apply to various potential objections</p>	<p><u>CUES</u></p> <p>Responses from questions</p> <p>Lack of customer attention and participation</p>	<p><u>ERRORS</u></p> <p>Failure to perceive which questions will bring out customer response and interest</p>

ASK STATEMENT) UTILIZE QUESTIONING TECHNIQUES TO DETERMINE POTENTIAL OBJECTIONS

<p>SCIENCE</p> <p>Personal qualities (see appendix) Professionalism (see appendix) Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment Physical, emotional, and mental considerations Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behavioral or verbally</p>	<p>MATH - NUMBER SYSTEMS</p> <p>Use of Numbers (without calculation) Counting, coordinate system, ordering, indexing, coding, ratio, measurement, and recording Fundamental Operations (calculation) Addition, subtraction, multiplication, and division algorithms, order of operations, i.e., use of parentheses in simplifying arithmetic expressions Basic arithmetic skills and concepts [as a questioning device] As it may apply: Dependent on nature and use of product Status and competency of client or audience</p>
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<p>COMMUNICATIONS</p>		
<p><u>PERFORMANCE MODES</u></p> <p>Speaking</p> <p>Listening</p>	<p><u>EXAMPLES</u></p> <p>Delivering oral question techniques</p> <p>Conversation</p>	<p><u>SKILLS/CONCEPTS</u></p> <p>Terminology, diction, implying, enunciation, clarity of expression, persuasion, denotation/connotation, poise, usage</p> <p>Auditory discrimination, detection of propaganda devices, discriminate facts for non-facts, recognize opinions, concentration, logic</p>

TASK STATEMENT) STIMULATE CUSTOMER BY INVOLVEMENT IN PRESENTATION. (RESPONSE)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Client
 Supportive data
 Product itself
 Simulation and simulation materials and devices

PERFORMANCE KNOWLEDGE

Determine open and leading statements
 Initiate open ended statements
 Stimulate by appealing to customer's physical senses
 Anticipate response
 React to customer's response (positively)
 Reinforce by repetition (in demonstration)

SAFETY - HAZARD

Safety and Hazard (see appendix)

DECISIONS

Determine how to appeal to customer's physical senses
 Determine what physical senses to appeal to

CUES

Customer's needs
 Customer's problems
 Customer's interests

ERRORS

Presentation which fails to involve customer and stimulate his/her interest

(TASK STATEMENT) - STIMULATE CUSTOMER BY INVOLVEMENT IN PRESENTATION (RESPONSE)

SCIENCE	MATH - NUMBER SYSTEMS	
<p>Personal qualities (see appendix) Professionalism (see appendix) Human considerations</p> <p>Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment</p> <p>Conditions for healthy and growth-directed job performance</p> <p>Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally</p> <p>Physical, emotional, and mental considerations: Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity & organization</p>	<p>Use of Numbers (without calculation) Counting, coordinate system, ordering, indexing, coding, ratio, measurement, recording Fundamental Operations (calculation) Addition, subtraction, multiplication, and division algorithm, order of operation, i.e., use of parentheses in simplifying arithmetic expressions Basic arithmetic skills and concepts [as an involvement device] As it may apply: Dependent on nature and use of product Status and competency of client or audience</p>	
<p>COMMUNICATIONS</p>		
PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
<p>Listening</p> <p>Viewing</p> <p>Speaking</p>	<p>Conversation</p> <p>Illustration</p> <p>Deliver presentation</p>	<p>Auditory discrimination, Detection of propaganda devices, Discriminate facts from non-facts, Recognize opinions, Concentration, Logic Visual analysis, Logic, Detail/Inference, Color discrimination, Recognition of symbols, codes, emblems Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage</p>

52

(TASK STATEMENT) DEMONSTRATE PRODUCT LINE KNOWLEDGE STRESSING FEATURES AND BENEFITS

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Customer
Supportive data
Product analysis
Research and Development

PERFORMANCE KNOWLEDGE

Initiate and complete standard feature benefit analysis (using standard format)
Determine how features benefit can best be demonstrated
Practice actual physical demonstration of product
Revise demonstration
Incorporate into sales presentation

SAFETY - HAZARD

Safety and Hazard (see appendix)

DECISIONS

Determine how benefits compliment features
Decide which benefits and features are primary and which are secondary

CUES

Customer's need
Customer's operation
Customer's personal

ERRORS

Stressing benefit not applicable to client's operation

TASK STATEMENT) DEMONSTRATE PRODUCT LINE KNOWLEDGE STRESSING FEATURES AND BENEFITS

<p>SCIENCE</p> <p>Personal qualities (see appendix) Professionalism (see appendix) Human consideration Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally Physical, emotional, and mental consideration: Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, & organization</p>	<p>MATH - NUMBER SYSTEMS</p> <p>Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as applicable to stressing features and benefits]</p> <p>As it may apply: Dependent on nature and use of product Status and competency of client or audience</p> <p>Math - Number Systems (see appendix)</p>
<p>COMMUNICATIONS</p>	
<p><u>PERFORMANCE MODES</u></p> <p>Speaking</p> <p>Writing</p> <p>Listening</p>	<p><u>EXAMPLES</u></p> <p>Deliver oral presentation</p> <p>Write informative presentation</p> <p>Interpret objections</p> <p>45</p>
<p><u>SKILLS/CONCEPTS</u></p> <p>Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage Penmanship, Spelling, Classification, Description, Terminology, Appropriate diction, Clarity of expression, Persuasion, Logic, Usage Auditory discrimination, Discriminate facts from non-facts, Recognize opinions, Concentration, Noise discrimination</p>	

ST
F

(TASK STATEMENT) MAINTAIN VISUAL IMPACT THROUGH DEMONSTRATION

**TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON**

Client
Audio-visual equipment and material
Simulations
Mock-ups
Supportive data and analysis information represented in form of graphs and charts

PERFORMANCE KNOWLEDGE

Observe meeting room and/or physical facilities where presentation will transpire
Select demonstration equipment and material which will facilitate presentation
Check-out and test demonstration equipment to determine if operable
Design, create and produce visuals to be used in demonstration

SAFETY - HAZARD

DECISIONS

Determine which visuals will produce greatest impact in demonstration

CUES

Physical facilities
Access to equipment
Size and make-up of audience

ERRORS

Inappropriate visuals - producing ineffective demonstration
Loss of client interest

TASK STATEMENT) MAINTAIN VISUAL IMPACT THROUGH DEMONSTRATION

<p>SCIENCE</p> <p>Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment Conditions for healthy and growth-directed job performance Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally; Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables Physical, emotional, and mental considerations: Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization</p>	<p>MATH - NUMBER SYSTEMS</p>
<p>COMMUNICATIONS</p>	
<p><u>PERFORMANCE MODES</u></p> <p>Viewing Writing</p>	<p><u>EXAMPLES</u></p> <p>Illustration Written design</p>
	<p><u>SKILLS/CONCEPTS</u></p> <p>Visual analysis, Memory, Logic, Description, Recognition of symbols, codes, emblems Penmanship, Spelling, Classification, Description, Reports, Terminology, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Usage</p>

(TASK STATEMENT) INCORPORATE COMPANY'S IMAGE, POLICIES AND PROCEDURES IN PRESENTATION

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
<p>Client</p> <p>Historical data of company</p> <p>Detailed description of policies and procedures</p> <p>Testimonials</p>	<p>Select most appropriate information as applicable to client's situation</p> <p>Incorporate into introduction of presentation</p> <p>Slant company's image, policies and procedures to client for sake of impact</p>	
<p><u>DECISIONS</u></p> <p>Distinguish between primary, secondary, and supportive information as it applies to image, procedures</p> <p>Determine appropriate information in order to avoid limiting one's self</p>	<p><u>CUES</u></p> <p>New and existing customer</p> <p>Client's position in market place</p>	<p><u>ERRORS</u></p> <p>Use too much insignificant and unappropriate information</p>

SCIENCE

Human considerations
 Grant appropriate regard for customer's unique needs;
 Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment
 Conditions for healthy and growth-directed job performance
 Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables;
 Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally
 Physical, emotional, and mental considerations
 Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization

MATH - NUMBER SYSTEMS

Use of Numbers (without calculation)
 Counting
 Coordinate system
 Ordering
 Indexing
 Coding
 Ratio
 Measurement
 Recording

COMMUNICATIONS

PERFORMANCE MODES

Reading

Viewing

EXAMPLES

Comprehend written reports

Illustration

SKILLS/CONCEPTS

Comprehension, Detail/Inference, Informational reports, Recommendation reports, Progress reports, Physical experiment, Description of mechanism, Definition, Terminology
 Visual analysis, Memory, Logic, Recognition of symbols, codes, emblems



(TASK STATEMENT) CLOSE SALES PRESENTATION

<p>TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON</p> <p>Client or customer</p>	<p>PERFORMANCE KNOWLEDGE</p> <p>Decide when appropriate time for close Recap and highlight primary points of presentation (sales) Initiate trial close Evaluate customer's response to trial close Ask for sale</p>	<p>SAFETY - HAZARD</p>
<p><u>DECISIONS</u></p> <p>Determine when to close (timing involved)</p>	<p><u>CUES</u></p> <p>Customer's response</p>	<p><u>ERRORS</u></p> <p>Failure to close and ask for sale</p>

ASK STATEMENT) CLOSE SALES PRESENTATION

<p style="text-align: center;">SCIENCE</p> <p>Personal qualities (see appendix) Professionalism (see appendix) Human considerations (see appendix) Physical, emotional, and mental considerations Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Basic human inhibitions Excessive anticipation of expected events; Excessive preoccupation with fantasy; Excessive preoccupation with past experiences Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally</p>	<p style="text-align: center;">MATH - NUMBER SYSTEMS</p> <p>Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as it may apply to close]</p> <p>As it may apply: Dependent on nature and use of product Status and competency of client and/or audience</p> <p>Math - Number Systems (see appendix)</p>
<p style="text-align: center;">COMMUNICATIONS</p>	
<p style="text-align: center;"><u>PERFORMANCE MODES</u></p> <p>Speaking</p> <p>Listening</p> <p>Viewing</p>	<p style="text-align: center;"><u>EXAMPLES</u></p> <p>Deliver oral instruction</p> <p>Interpret objections</p> <p>Illustration or actual product</p>
<p style="text-align: center;"><u>SKILLS/CONCEPTS</u></p> <p>Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage Auditory discrimination, Discriminate facts from non-facts, Recognize opinions, Concentration Visual analysis, Logic, Detail/Inference, Recognition of symbols, codes, emblems</p>	

Duty D Negotiating and Completing Terms of Sales Contract with Customer

- 1 Estimate bids for base product or materials**
- 2 Estimate transportation cost**
- 3 Estimate installation cost**
- 4 Estimate product modification cost**
- 5 Estimate auxiliary equipment and/or material cost**
- 6 Submit bid for approval**
- 7 Expedite order from manufacturer**
- 8 Draw contract in proper legal form**

61

(TASK STATEMENT) ESTIMATE, BID(S) FOR BASE PRODUCT OR MATERIAL

R2

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

All reference of data material
Research and Development
Sales manager

PERFORMANCE KNOWLEDGE

Consult all pertinent data relevant to
job or product requirements
Review customer's operation
Incorporate any supportive or Research
and Development data
Consult cost charts or book
Compute bid cost
Draft actual bid
Finalize details
Present to client

SAFETY - HAZARD

DECISIONS

Match material and cost
Determine cost within limitations of
client

CUES

Limits set by client
Specifications set by client

ERRORS

Under or over estimation

<p style="text-align: center;">MATH - NUMBER SYSTEMS</p>	<p>Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Geometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic</p> <p>As it may apply: Dependent on nature and use of product Status and competency of client or audience</p> <p>Math - Number Systems (see appendix)</p>
<p style="text-align: center;">SCIENCE</p>	<p>Personal qualities (see appendix) Professionalism (see appendix) Human considerations (see appendix)</p> <p>Basic Human inhibitions (see appendix) Conditions for healthy and growth-directed job performance</p> <p>Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the face of seemingly different, eccentric or conflicting values expressed behaviorally or verbally</p> <p>Physical, emotional, and mental considerations Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization</p>
<p>COMMUNICATIONS</p>	
<p style="text-align: center;"><u>PERFORMANCE MODES</u></p> <p>Reading</p> <p>Listening</p> <p>Viewing</p>	<p style="text-align: center;"><u>EXAMPLES</u></p> <p>Comprehend written reports</p> <p>Conversation</p> <p>Audio-visual equipment presentation</p>
<p style="text-align: center;"><u>SKILLS/CONCEPTS</u></p> <p>Comprehension, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposals, Description of mechanism, Definition, Terminology</p> <p>Auditory discrimination, Detection of propaganda devices, Discriminate facts from non-facts, Recognize opinions, Concentration, Logic</p> <p>Visual analysis, Logic, Detail/Inference, Recognition of symbols, codes, emblems</p>	



(TASK STATEMENT) ESTIMATE TRANSPORTATION COST

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Common carriers
 Bill of lading
 Transportation documents and forms
 Transportation insurance forms and documents
 Size and weight of load or order
 Routes (as they effect cost and element of time)

PERFORMANCE KNOWLEDGE

Calculate time to ship
 Calculate size and weight of order
 Select proper (most efficient and economical) carrier
 Contact selected carrier
 Instruct carrier on pick-up destination and any other pertinent information
 Initiate transportation format documents, to include insurance of materials and order
 Follow-up order concerning actual delivery

SAFETY -- HAZARD

64

DECISIONS

Choose most efficient and economical carrier
 Determine method of calculations

CUES

Time of customer need
 Client budget
 Environmental conditions

ERRORS

Choosing wrong mode of transportation

TASK STATEMENT) ESTIMATE TRANSPORTATION COST

<p>SCIENCE</p>	<p>MATH - NUMBER SYSTEMS</p>
<p>Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally Physical, emotional, and intellectual health: Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization</p>	<p>Fundamental Operations (Calculation), Use of Numbers (without calculation), Set of Real Numbers, Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts [As applicable to transportation charges and nature of product being transported]</p>
<p>COMMUNICATIONS</p>	
<p><u>PERFORMANCE MODES</u></p> <p>Reading Listening Viewing</p>	<p><u>EXAMPLES</u></p> <p>Comprehend written calculations Technical conversation Illustrations</p>
	<p><u>SKILLS/CONCEPTS</u></p> <p>Comprehension, Detail/Inference, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposals, Description of mechanism, Definition, Terminology Auditory discrimination, Discriminate facts from non-facts, Recognize opinions, Concentration, Logic, Word definition Visual analysis, Logic, Recognition of symbols, codes, emblems</p>
	<p>57</p> <p>65</p>

(TASK STATEMENT) ESTIMATE INSTALLATION COST

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Subcontractors
Client's facilities
Client's location
Client's accessibility

PERFORMANCE KNOWLEDGE

Select labor (men) to install (outside concern or plant personnel)
Select most advantageous location for material and equipment
Locate accessibility of in-plant utilities
Follow-up and or supervise sub-contractors (if needed)
Make allowances for any adverse weather conditions
Calculate (compute) and advise client of cost with regards to above steps

SAFETY - HAZARD

SS

DECISIONS

Determine method of calculation
Decide number of considerations
Decide who to select for contract work

CUES

Actual physical facilities
Size of equipment
Client's budget
Desirability of location

ERRORS

Miscalculate installation cost

SCIENCE

Human considerations
 Grant appropriate regard for customer's unique needs;
 Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity
 Physical, emotional, and mental considerations
 Mental alertness, Mental quietude, Mental clarity, Organization
 Basic human inhibitions (see appendix)
 Conditions for healthy and growth-directed job performance
 Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables;
 Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally

MATH - NUMBER SYSTEMS

Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Geometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [in arriving at cost of installation]
 As it may apply:
 Dependent on nature and use of product
 Status and competency of labor force or sub-contracts of clients or audience
 Math - Number Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES

Speaking

EXAMPLES

Deliver oral instructions

SKILLS/CONCEPTS

Terminology, Diction, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Usage

(TASK STATEMENT) ESTIMATE PRODUCT MODIFICATION COST

<p>TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON</p> <p>Equipment and materials requiring modification</p> <p>Nomenclature of equipment or material</p> <p>Engineers and Research and Development</p>	<p>PERFORMANCE KNOWLEDGE</p> <p>Consult with Research and Development engineers (or both)</p> <p>Interpret and advise client of feasibility or required modification</p> <p>React to client response</p> <p>Reevaluate original decision (if necessary)</p> <p>Relay to client any new or alternative decision regarding modification</p> <p>Enact proper forms to initiate modification</p> <p>Compute and calculate modification cost</p>	<p>SAFETY -- HAZARD</p> <p>Safety and Hazard (see appendix)</p>
<p>DECISIONS</p> <p>Determine feasibility of product modification</p> <p>Determine actual cost of modification</p>	<p>CUES</p> <p>Client's operation</p> <p>Written data</p>	<p>ERRORS</p> <p>Inappropriate analysis affecting cost estimate (high or low)</p>

SCIENCE

Human. considerations
 Grant appropriate regard for customer's unique needs;
 Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity
 Conditions for healthy and growth-directed job performance
 Awareness of one's diverse, intuitive (creative) capacities; Awareness of one's unlimited intellectual activities; Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally

MATH - NUMBER SYSTEMS

Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Geometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as applicable to arriving at modification cost]
 As it may apply:
 Dependent on nature and use of product
 Status and competency of client or audience
 Math - Number Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES

Reading
 Writing
 Speaking

EXAMPLES

Comprehend written reports
 Deliver written report
 Consulting resource people/client

SKILLS/CONCEPTS

Comprehension, Detail/Inference, Speed/Rate, Recommendation reports, Definition, Progress reports
 Penmanship, Spelling, Classification, Memo format, Description, Persuasion and Sales technique, Denotation/Connotation, Logic, Usage
 Terminology, Clarity of expression, Persuasion and Sales technique, Logic and diction

(TASK STATEMENT) ESTIMATE AUXILIARY EQUIPMENT AND/OR MATERIAL COST

<p>TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON</p> <p>Catalog of auxiliary equipment Auxiliary equipment price list Actual auxiliary equipment Client</p>	<p>PERFORMANCE KNOWLEDGE</p> <p>Select auxiliary equipment which facilitates client's operation or equipment Suggest auxiliary equipment Relate cost of auxiliary equipment to the operation Compute cost of auxiliary equipment</p>	<p>SAFETY -- HAZARD</p>
<p>DECISIONS</p> <p>Determine what auxiliary equipment is conducive to client's operation Determine quantity and quality of auxiliary equipment and materials.</p>		
	<p>CUES</p> <p>Existing equipment Business operation of clients</p>	<p>ERRORS</p> <p>Failure to trade-up, or increase sale</p>

<p>SCIENCE</p>	<p>Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity Communicate pride in establishment Conditions for healthy and growth-directed job performance Awareness of one's diverse, intuitive (creative) capacities; Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally</p>
<p>MATH - NUMBER SYSTEMS</p>	<p>Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Geometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [in arriving as auxiliary and equipment and material cost] As it may apply: Dependent on nature and use of auxiliary equipment and material Status and competency of client or audience Math - Number Systems (see appendix)</p>

<p>COMMUNICATIONS</p>	
<p><u>PERFORMANCE MODES</u></p> <p>Speaking</p> <p>Listening</p> <p>Viewing</p>	<p><u>EXAMPLES</u></p> <p>Deliver oral communication</p> <p>Conversation</p> <p>Illustrations</p>
<p><u>SKILLS/CONCEPTS</u></p> <p>Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage Auditory discrimination, Discrimination of facts from non-facts, Recognition of opinions, Concentration Visual analysis; Logic, Detail/Inference, Recognition of symbols, codes, emblems</p>	



(TASK STATEMENT) SUBMIT BID FOR APPROVAL

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Salesperson*

Sale manager or superior*

Cost estimates

*Some manufacturing concerns may have one or more individuals whose sole responsibility is approving or disapproving bids

PERFORMANCE KNOWLEDGE

Review all cost estimates for accuracy

Add or delete any revisions to bid

Submit actual bid

Follow-up bid

Resubmit bid if originally disapproved

SAFETY -- HAZARD

DECISIONS

Decide who to submit to

Determine what revisions needed to be made with regards to original bid

CUES

Rejection of bid - either by client or home office

ERRORS

Bid too high or low

Failure to take into account all pertinent considerations

SCIENCE

Human consideration
 Grant appropriate regard for customer's unique needs;
 Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity
 Communicate pride in establishment
 Conditions for healthy and growth-directed job performance
 Awareness of one's diverse, intuitive (creative) capacities; Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or shifting values expressed behaviorally or verbally

MATH - NUMBER SYSTEMS

Use of Numbers (without calculation)
 Counting
 Coordinate system
 Ordering
 Indexing
 Coding
 Ratio
 Measurement
 Recording

COMMUNICATIONS

PERFORMANCE MODES

Reading

Writing

EXAMPLES

Comprehend written reports

Prepare written report

SKILLS/CONCEPTS

Comprehension, Detail/Inference, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposals, Description of Mechanism, Definition, Terminology Penmanship, Spelling, Classification, Description, Reports, Business letter and terminology, Appropriate diction, Logic, Usage, Clarity of expression

(TASK STATEMENT) EXPEDITE ORDER FROM MANUFACTURER

7A

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
Purchase order and purchase order number Carrier and its identification	Schedule shipping date in conjunction with client's specified arrival time Confirm actual shipment and date Follow-up confirmation of purchase order Follow-up confirmation of carrier	
<u>DECISIONS</u> Determine method of follow-up to include letter, phone, teletype or purchase order number	<u>CUES</u> Confirmation of order, carrier confirmation	<u>ERRORS</u> Failure to properly execute order

SCIENCE

Human considerations

Grant appropriate regard for customer's unique needs;
 Exhibit capacity to ascertain best service for the
 particular party type request; Show and describe
 facilities with appropriate speed and clarity

Basic human inhibitions

Excessive anticipation of expected events, Excessive
 preoccupation with past experiences; Excessive pre-
 occupation with fantasy; Excessive attachment to fixed-
 projected time sets (e.s. schedules, appointments,
 deadlines)

MATH - NUMBER SYSTEMS

Use of numbers (without calculation)

- Counting
- Coordinate system
- Ordering
- Indexing
- Coding
- Ratio
- Measurement
- Recording

COMMUNICATIONS

PERFORMANCE MODES

Writing:

Speaking

EXAMPLES

Confirm written instructions

Deliver oral instruction

SKILLS/CONCEPTS

Penmanship, Spelling, Classification,
 Description, Reports, Terminology,
 Business letter, Clarity of expres-
 sion
 Terminology, Diction, Implying, Enunci-
 ation, Logic, Usage

(TASK STATEMENT) DRAW CONTRACT IN PROPER LEGAL FORM

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Legal department or individual
Contract format
Client

PERFORMANCE KNOWLEDGE

Determine essentials of a legal contract
Specify performance procedure
Incorporate conditions and purposes of agreement
Finalize contract in proper legal form
(*to confirm)
Specify terms of agreement

SAFETY -- HAZARD

DECISIONS

Decide on content of contract

CUES

Client's signature
Client's acceptance or rejection of terms and content

ERRORS

Illegal or unbending contract

SCIENCE

Human considerations
 Grant appropriate regard for customer's unique needs;
 Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity

Basic human inhibitions
 Excessive anticipation of experiences; Excessive pre-occupation with fantasy; Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines)

MATH - NUMBER SYSTEMS

Use of Numbers (without calculation)
 Counting
 Coordinate system
 Ordering
 Indexing
 Coding
 Ratio
 Measurement
 Recording

COMMUNICATIONS

PERFORMANCE MODES

Reading:

Writing

Speaking

EXAMPLES

Comprehend written reports

Write report

Deliver oral instruction

SKILLS/CONCEPTS

Comprehension, Detail/Inference, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposals, Description of mechanism, Description, Terminology
 Penmanship, Spelling, Classification, Description, Clarity of expression, Logic, Usage
 Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage

Duty E Determining Results by Follow-Up Contact

1. Supervise installation of product
2. Demonstrate operation of equipment; and use of materials or auxiliary equipment
3. Instruct employees on operation of equipment
4. Instruct employees on maintenance of equipment
5. Adjust complaints (including delivery)
6. Inspect product for wear and servicability

(TASK STATEMENT) SUPERVISE INSTALLATION OF PRODUCTS(S)

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Actual product
Actual material
Actual equipment
Actual auxiliary equipment or material

PERFORMANCE KNOWLEDGE

Locate any required materials handling equipment
Locate labor force
Direct specified or chronological order of assembly or movement of product
Direct to desired location (after location has been prepared)
Secure product
Follow-up by checking security of installation

SAFETY -- HAZARD

Safety and Hazard (see appendix)

79

DECISIONS

Decide time schedule
Decide orderly steps to be taken during the course of installation

CUES

Competency of labor force layout of physical facilities

ERRORS

Improper installation resulting in inefficiency of operations

SCIENCE

Physical, emotional, and mental considerations (see appendix)
 Comfort
 Caution
 Safety
 Physical, emotional, and intellectual health
 Attention
 Observation
 Concentration
 Mental alertness
 Mental quietude
 Mental clarity
 Organization

MATH -- NUMBER SYSTEMS

Set of Real Numbers
 Rationals
 Use of Numbers (without calculation)
 Coordinate system, [Time schedule]
 Ordering [Chronological order of movement]
 Basic Arithmetic Skills and Concepts
 Guess and check method [Movement of product]
 As it may apply:
 Dependent on nature and use of product
 Status and competency of client or audience
 Math - Number Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES

Speaking
 Reading
 Listening
 Viewing

EXAMPLES

Verbal introduction
 Social
 Comprehension of catalog
 Conversation
 Social/Business
 Illustration

SKILLS/CONCEPTS

Terminology, Diction, Enunciation,
 Clarity of expression, Persuasion,
 Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
 Comprehension, Detail/Inference, Informational reports, Recommendation reports, Physical experiment, Description of mechanism, Terminology Concentration, Note taking
 Recognition of symbols, codes, emblems

(TASK STATEMENT) DEMONSTRATE OPERATION OF EQUIPMENT; USE OF MATERIALS OR AUXILIARY EQUIPMENT

27

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Actual equipment
Equipment operators (to include materials or auxiliary equipment)

PERFORMANCE KNOWLEDGE

Review methods necessary for operating equipment
Inspect equipment for proper operating procedures
Demonstrate equipment to client in a logical sequential order
Interpret client's concerns and questions
Review operation of equipment with client
Redemonstrate equipment with client

SAFETY - HAZARD

Safety and Hazard (see appendix)

DECISIONS

Decide on proper logical and sequential order of demonstration
Consider the audience in demonstration being made

CUES

Operation of the equipment
Size and knowledge of audience

ERRORS

Audience's lack of ability to operate equipment effectively or efficiently

SCIENCE

Physical, emotional, and mental considerations (see appendix)
 Comfort
 Caution
 Safety
 Physical, emotional, and intellectual health
 Attention
 Observation
 Concentration
 Mental alertness
 Mental quietude
 Mental clarity
 Organization

MATH - NUMBER SYSTEMS

Set of Real Numbers [Rationals], Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Geometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic

As it may apply:
 Dependent on nature and use of product
 Status and competency of client or audience
 Math - Number Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES

Reading
 Writing
 Viewing
 Speaking

EXAMPLES

Comprehend written report
 Write informative report
 Examine charts and plan
 Demonstrating equipment

SKILLS/CONCEPTS

Comprehension, Description of mechanism and terminology
 Penmanship, Spelling, Reports, Business letters, Persuasion and sales technique, Logic, Denotative/Connotative Recognition of symbols, codes, emblems
 Terminology, Diction, Enunciation, Clarity of expression, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage

82



(TASK STATEMENT) INSTRUCT EMPLOYEES ON OPERATION OF EQUIPMENT

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Actual equipment
Audience or operators
Manuals of operation

PERFORMANCE KNOWLEDGE

Pass out any relevant material pertaining to the operation of the equipment
Give an overview of the operation of equipment
Run through operation of equipment, step by step
Entertain any questions employees may have
Allow employees to operate equipment
Critique employees operation of equipment
Review operation again

SAFETY - HAZARD

Safety and Hazard (see appendix)

DECISIONS

Determine methods of instruction
Decide how to positively reinforce

CUES

Degree of audience competency

ERRORS

Failure of audience to understand operation of equipment

TASK STATEMENT) INSTRUCT EMPLOYEES ON OPERATION OF EQUIPMENT

<p>SCIENCE</p> <p>Personal qualities (see appendix) Professionalism (see appendix) Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally Physical, emotional, and mental considerations: Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization</p>	<p>MATH - NUMBER SYSTEMS</p> <p>Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Geometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic</p> <p>As it may apply: Dependent on nature and use of product Status and competency of client or audience</p> <p>Math - Number Systems (see appendix)</p>
<p>COMMUNICATIONS</p>	
<p><u>PERFORMANCE MODES</u></p> <p>Reading</p> <p>Listening</p> <p>Viewing</p> <p>Speaking</p>	<p><u>EXAMPLES</u></p> <p>Comprehend data</p> <p>Employee's questions</p> <p>Illustration</p> <p>Demonstration</p> <p>77</p>
<p><u>SKILLS/CONCEPTS</u></p> <p>Comprehension, Detail/inference, Speed/Rate, Informational reports, Recommendation reports, Physical experiment, Description of mechanism, Terminology Auditory discrimination, Discriminate facts from non-facts, Concentration, Logic Visual analysis, Detail/Inference, Color discrimination, Recognition of symbols codes, emblems Terminology, Diction, Enunciation, Clarity of expression, Denotation/Connotation, Logic, Gestures, Dr. 3, Facial and body features, Poise, Usage</p>	

(TASK STATEMENT) INSTRUCT EMPLOYEES ON MAINTAINANCE OF EQUIPMENT

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Actual equipment

Audience or operators

Manuals of operation

PERFORMANCE KNOWLEDGE

Pass out any relevant material pertaining to the maintainance of the equipment

Give an overview of the maintainance of equipment

Run through maintainance of equipment, step by step

Entertain any questions employees may have

Allow employees to maintain equipment

Critique employee's maintainance of equipment

Review maintainance again

SAFETY -- HAZARD

Safety and Hazard (see appendix)

DECISIONS

Determine which components can be maintained by employees and which should be maintained by selling company

Determine methods of instruction

Determine competence of employees

CUES

Audience ability to comprehend instruction

Regularity of maintenance to be performed

Degree of efficiency required in maintenance

ERRORS

Inappropriate maintenance of equipment resulting in down time--excessive wear

Failure of employees to interpret proper maintenance procedure

TASK STATEMENT) INSTRUCT EMPLOYEES ON MAINTAINANCE OF EQUIPMENT

<p>MATH - NUMBER SYSTEMS</p>	<p>SCIENCE</p>
<p>Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Geometry Skills and Concepts, Basic Statistical Skills and Concepts, Basic Probability Skills and Concepts, Basic Logic</p> <p>As it may apply: Dependent on nature and use of product Status and competency of client or audience</p> <p>Math - Number System (see appendix)</p>	<p>Personal qualities (see appendix) Professionalism (see appendix) Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally Physical, emotional, and mental considerations Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity and organization</p>
<p>COMMUNICATIONS</p>	
<p>SKILLS/CONCEPTS</p> <p>Terminology, Diction, Implying, Enunciation, Clarity, of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage Discriminate facts from non-facts, Recognize opinions, Concentration, Logic, Word definition, Note taking</p>	<p>PERFORMANCE MODES</p> <p>Speaking</p> <p>Listening</p> <p>EXAMPLES</p> <p>Verbal persuasion</p> <p>Conversation</p> <p>79</p>

(TASK STATEMENT) ADJUST COMPLAINTS (INCLUDING DELIVERY)

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Customer - client

‘‘Communicate’’ used to register com-
plaint

PERFORMANCE KNOWLEDGE

Interpret validity of complaint

Confer with customer on necessity or
degree of adjustment

Make desirable adjustment

Follow-up to make sure adjustment is
adequate and meets customer's expect-
tations

SAFETY -- HAZARD

DECISIONS

Determine if the complaint is really
valid

Determine if it is advantageous to
adjust complaint

Determine if adjustment is possible

CUES

Communique from client

Inspection by salesperson

ERRORS

Over or under adjusting

Making wrong adjustment

Incorrect adjustment

SCIENCE

Personal qualities (see appendix)
Professionalism (see appendix)
Human considerations (see appendix)

Basic human inhibitions (see appendix)
Conditions for healthy and growth-directed job performance
Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables;
Capacity to maintain open-mindedness and composure in the face of seemingly different, eccentric or conflicting values expressed behaviorally or verbally
Physical, emotional, and mental considerations
Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization

MATH - NUMBER SYSTEMS

Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Geometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic

As it may apply:
Dependent on nature and use of product
Status and competency of client or audience

Math - Number Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES

Speaking

Listening

Viewing

EXAMPLES

Deliver oral presentation

Comprehend objections

Comprehend illustration

SKILLS/CONCEPTS

Terminology, Diction, Implying, Enumeration, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
Auditory discrimination, Detection of propaganda devices, Discriminate fact from non-fact, Recognize opinions, Concentration, Logic
Visual analysis, Logic, Detail/Inference, Color discrimination, Recognition of symbols, codes, emblems

(TASK STATEMENT) INSPECT PRODUCT WEAR AND SERVICEABILITY**TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON**

Product(s)
Stock or inventory of material

PERFORMANCE KNOWLEDGE

Develop check list of common areas of frequent wear and necessary servicing
Run through check-list
Inspect for wear and servicing of less than frequent occurrences
Evaluate to determine if any servicing is needed
Perform service

SAFETY -- HAZARD

Safety and Hazard (see appendix)

DECISIONS

Determine when to make a service inspection
Decide on composition of check-list
Determine how to perform service on equipment

CUES

Point in time
Physical condition
Customer request

ERRORS

Excessive wear and down time

SCIENCE	MATH - NUMBER SYSTEMS
<p>Personal qualities (see appendix) Professionalism (see appendix) Human considerations (see appendix)</p> <p>Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally Basic human inhibitions (see appendix)</p> <p>Physical, emotional, and mental considerations Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization</p>	<p>Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Geometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic</p> <p>As it may apply: Dependent on nature and use of product Status and competency of client or audience</p> <p>Math - Number Systems (see appendix)</p>
<p>COMMUNICATIONS</p>	
<p><u>PERFORMANCE MODES</u></p> <p>Reading</p> <p>Listening</p> <p>Viewing</p>	<p><u>EXAMPLES</u></p> <p>Comprehend written reports</p> <p>Conversation</p> <p>Audio-Visual equipment</p>
	<p><u>SKILLS/CONCEPTS</u></p> <p>Comprehension, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposals, Definition, Terminology Auditory discrimination, Detection of propaganda devices, Discriminate facts from non-facts, Recognize opinions, Logic Visual analysis, Logic, Detail/Infer-</p> <p style="text-align: right;">21.</p>

Duty F Contacting and Servicing Existing and Perspective Customers

- 1 Determine sources of information for potential customers**
- 2 Compile and maintain (up-date) potential customers**
- 3 Plan and schedule weekly/monthly appointment schedule**
- 4 Contact person responsible for making client's buying decision**
- 5 Schedule appointments**
- 6 Develop follow-up system**
- 7 Ascertain information on territorial changes**
- 8 Utilize replacement and refill orders as a sales tool
 (suggestive selling)**

(TASK STATEMENT) DETERMINE SOURCES OF INFORMATION FOR POTENTIAL CUSTOMERS**TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON**

Customers (past)
Prospect or business list(s) *(to be
all encompassing) ex: telephone
directory, chamber of commerce

*Resource list: contacts from which
**prospect's lists could be compiled
or result from**

Prospect list: would be those indi-
viduals who hopefully would result
in new customers derived from
resource list

DECISIONS

Decide where sources are obtainable
Decide which sources to use and
which to delete
Determine order of priority

PERFORMANCE KNOWLEDGE

Compile list of sources (where prospect
list can be obtained) contacts
Delete irrelevant contact sources
Compile list of pertinent sources of
prospect list
Rank sources in order of desirability

SAFETY - HAZARD**CUES**

Nature of market
Nature of product
Availability of sources

ERRORS

Compiling inappropriate list
Failure to discriminate between rele-
vant and irrelevant sources

SCIENCE

Human considerations
 Grant appropriate regard for customer's unique needs;
 Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment
 Physical, emotional, and mental consideration
 Concentration, Mental alertness, Mental quietude, Mental clarity, Organization
 Basic human inhibitions
 Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines)
 Conditions for healthy and growth-directed job performance
 Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables;
 Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally

MATH - NUMBER SYSTEMS

Use of Numbers (without calculation)
 Counting
 Coordinate system
 Ordering
 Indexing
 Coding
 Ratio
 Measurement
 Recording

COMMUNICATIONS

PERFORMANCE MODES

Speaking

Writing

Viewing

EXAMPLES

Deliver oral presentation

Write report

Illustration

SKILLS/CONCEPTS

Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
 Penmanship, Spelling, Classification, Description, Logic, Usage
 Auditory discrimination, Recognition of opinions, Concentration, Word definition

(TASK STATEMENT) ^b COMPILER AND MAINTAIN (UP-DATE) POTENTIAL PROSPECT FILE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
<p>Pertinent resource lists Relevant prospect list Referrals from daily contacts</p>	<p>Compile systematic approach to file list Compile information on prospects Periodically add pertinent information Periodically delete obsolete information</p>	
<p><u>DECISIONS</u> Determine how to compile information Decide what information is needed Decide how to verify or confirm information Determine method of up-dating</p>	<p><u>CUES</u> Feedback from contacts Market area Nature of market</p>	<p><u>ERRORS</u> Ineffective prospect file follow-up unproductive leads</p>

<p style="text-align: center;">SCIENCE</p> <p>Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment Physical, emotional, and mental consideration Concentration, Mental alertness, Mental quietude, Mental clarity. Organization Basic human inhibitions Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines) Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally</p>	<p style="text-align: center;">MATH - NUMBER SYSTEMS</p> <p>Use of Numbers (without calculation) Counting Coordinate system Ordering Indexing Coding Ratio Measurement Recording</p>
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<p>COMMUNICATIONS</p>		
<p><u>PERFORMANCE MODES</u></p> <p>Reading Writing Viewing</p>	<p><u>EXAMPLES</u></p> <p>Comprehend written reports Write inserts and reports Examine charts and plan</p>	<p><u>SKILLS/CONCEPTS</u></p> <p>Comprehension, Description of mechanism and terminology Appropriate diction, Persuasion and sales technique, Denotation/Connotation, Logic, Usage, Penmanship, Spelling, Reports, Business letters Recognition of symbols, codes, emblems</p>

(TASK STATEMENT) PLAN AND SCHEDULE WEEKLY MONTHLY APPOINTMENT SCHEDULE

<p>TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON</p> <p>Schedule book Planning calendar</p>	<p>PERFORMANCE KNOWLEDGE</p> <p>Interpret prospect file information to determine potential need Ascertain need for appointment Compile method of approach Contact potential client by written or oral communique</p>	<p>SAFETY - HAZARD</p>
<p>DECISIONS</p> <p>Determine how to contact and schedule Determine when to contact and schedule Determine where to contact and schedule</p>	<p>CUES</p> <p>Previously compiled information Accessibility of client</p>	<p>ERRORS</p> <p>Contacting wrong person, at wrong time, for wrong reason. Failure to make contact</p>

SCIENCE

Personal qualities (see appendix)
 Professionalism (see appendix)
 Human considerations
 Grant appropriate regard for customer's unique needs;
 Exhibit capacity to ascertain best service for the
 particular party type request; Communicate pride in
 establishment; Show and describe facilities with
 appropriate speed and clarity
 Physical, emotional, and mental considerations
 Physical, emotional and intellectual health, Attention,
 Observation, Concentration, Mental alertness, Mental
 quietude, Mental clarity, Organization

MATH - NUMBER SYSTEMS

Use of Numbers (Calculation)
 Coordinate system [appointment scheduling]
 Indexing [appointment scheduling]
 Recording [appointment scheduling]

COMMUNICATIONS

PERFORMANCE MODES

Speaking

Listening

Viewing

EXAMPLES

Deliver oral presentation

Comprehend objections

Comprehend illustration

SKILLS/CONCEPTS

Terminology, Diction, Implying, Enunci-
 ation, Clarity of expression, Persua-
 sion, Denotation/Connotation, Logic,
 Gestures, Dress, Facial and body
 features, Poise, Usage
 Auditory discrimination, Detection of
 propaganda devices, Discrimination of
 facts from non-facts, Recognize opin-
 ions, Concentration, Logic
 Visual analysis, Logic, Detail/Infer-
 ence, Color discrimination, Recogni-
 tion of symbols, codes, emblems

(TASK STATEMENT) CONTACT PERSON RESPONSIBLE FOR MAKING CLIENT'S BUYING DECISION

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY — HAZARD
Client, perspective and list Actual client	Initiate communique to perspective client Schedule appointment Review material which is pertinent to contact Confirm having made contact with person responsible for buying decision	
<u>DECISIONS</u> Decide who is responsible for buying decision Determine when to contact Determine how to contact	<u>CUES</u> Potential client needs Referrals Client's referral	<u>ERRORS</u> Contacting person not responsible for making buying decision

SCIENCE

Personal qualities (see appendix)
 Professionalism (see appendix)
 Human consideration
 Grant appropriate regard for customer's unique needs;
 Exhibit capacity to ascertain best service for the particular party type request; Communicate pride in establishment; Show and describe facilities with appropriate speed and clarity
 Physical, emotional, and mental considerations
 Physical, emotional and intellectual health, Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization

MATH - NUMBER SYSTEMS

Use of Numbers (Calculation)
 Coordinate system [appointment scheduling]
 Recording [appointment scheduling]

COMMUNICATIONS

PERFORMANCE MODES

Reading
 Writing
 Speaking

EXAMPLES

Comprehend written reports/schedules
 Write report
 Deliver oral instruction

SKILLS/CONCEPTS

Comprehension, Description of mechanism, Terminology
 Penmanship, Spelling, Classification, Description, Clarity of expression, Logic, Usage
 Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Gestures, Dress, Facial and body features, Poise



(TASK STATEMENT) SCHEDULE APPOINTMENTS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY — HAZARD
<p>Schedule book Planning calendar</p>	<p>Interpret prospect file information to determine potential need Ascertain need for appointment Compile method of approach Contact potential client by written or oral communique Actually schedule appointment Confirm appointment time and place</p>	
<p><u>DECISIONS</u> Determine when to schedule appointment Determine where (to include physical facility and location) to schedule appointments Determine individuals to be present during appointment scheduled</p>	<p><u>CUES</u> Previously compiled information Accessibility of client Mode and time of transportation to client's place of business Weather conditions Accommodations Arrival and departure time Amount of time available with client Other appointments on schedule</p>	<p><u>ERRORS</u> Scheduling conflicting appointment times and dates Inability to keep appointment commitments Possibility of client or potential client developing negative attitude toward salesperson-or salesperson's ability to plan ahead</p>

SCIENCE

Human considerations

Grant appropriate regard for customer's unique needs;
 Exhibit capacity to ascertain best service for the
 particular party type request; Show and describe
 facilities with appropriate speed and clarity; Commu-
 nicate pride in establishment

Physical, emotional, and mental consideration

Concentration, Mental alertness, Mental quietude,
 Mental clarity, Organization

Basic human inhibitions

Excessive attachment to fixed-projected time sets
 (e.g. schedules, appointments, deadlines)

Conditions for healthy and growth-directed job performance
 Capacity to perceive, quickly integrate, and function
 well in the face of unexpected situational variables;
 Capacity to maintain open-mindedness and composure in
 the far seemingly different, eccentric or clashing
 values expressed behaviorally or verbally

MATH - NUMBER SYSTEMS

Use of Numbers (Calculation)

Coordinate system [appointment scheduling]
 Recording [appointment scheduling]

COMMUNICATIONS

PERFORMANCE MODES

Reading

Writing

Speaking

EXAMPLES

Comprehend written reports

Write report

Make oral appointment

SKILLS/CONCEPTS

Comprehension, Detail/Inference, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposals, Description of mechanism, Definition, Terminology Penmanship, Spelling, Classification, Description, Clarity of expression, Logic

Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage

(TASK STATEMENT) DEVELOP FOLLOW-UP SYSTEM

<p>TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON</p> <p>File</p> <p>Calendar - yearly</p> <p>Plan books</p> <p>Notes from original visits</p>	<p>PERFORMANCE KNOWLEDGE</p> <p>Make notation of follow-up date on calendar on file</p> <p>Pull file pertaining to initial visit</p> <p>Make note of conversation from initial contact</p> <p>Initiate appropriate communicate</p> <p>Reinforce purpose of original visit</p>	<p>SAFETY - HAZARD</p>
<p>DECISIONS</p> <p>Determine timely follow-up date</p> <p>Determine filing system</p> <p>Determine system of notating pertinent information</p>	<p>CUES</p> <p>Client's original response</p>	<p>ERRORS</p> <p>Untimely follow-up</p>



MATH - NUMBER SYSTEMS	SCIENCE
<p>Use of Numbers (Calculation) Coordinate system [appointment scheduling] Indexing [appointment scheduling] Recording [appointment scheduling]</p>	<p>Human considerations Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment Physical, emotional, and mental considerations Mental alertness, Mental quietude, Mental clarity, Organization Basic human inhibitions Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication, Excessive mental activity to the complete exclusion of intuitive body expression</p>
COMMUNICATIONS	
<p><u>SKILLS/CONCEPTS</u> Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage Auditory discrimination, Detection of propaganda devices, Discrimination of facts from non-facts, Recognize opinions, Concentration, Logic Visual analysis, Logic, Detail/Inference, Color discrimination, Recognition of symbols, codes, emblems</p>	<p><u>EXAMPLES</u> Deliver oral presentation Comprehend objections Comprehend illustration</p>
<p><u>PERFORMANCE MODES</u> Speaking Listening Viewing</p>	

113

(TASK STATEMENT) ASCERTAIN INFORMATION ON TERRITORIAL CHANGES

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
<p>Census data</p> <p>Primary and secondary data</p> <p>Research reports</p> <p>Statistical studies of market changes and conditions</p> <p>Observation of socio-economic conditions</p>	<p>Read growth and expansion data</p> <p>Interpret local, state or national consensus figures relative to population</p> <p>Interpret business expansion vs. business relocation</p> <p>Decline or increase of population</p> <p>Analyze all primary and secondary to segment markets (market segmentation procedures)</p>	
<p><u>DECISIONS</u></p> <p>Determine method of segmenting market</p> <p>Determine method of analyzing and interpreting data</p>	<p><u>CUES</u></p> <p>Available data - consensus observation and studies</p>	<p><u>ERRORS</u></p> <p>Failure to realize radical changes in market segments and conditions</p>

SCIENCE	MATH - NUMBER SYSTEMS
<p>Human considerations</p> <p>Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment</p> <p>Physical, emotional, and mental considerations</p> <p>Mental alertness, Mental quietude, Mental clarity, Organization</p> <p>Basic human inhibitions</p> <p>Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication; Excessive mental activity to the complete exclusion of intuitive body expression</p> <p>*An awareness of market research procedures and interpretations of findings are imperative in the completion of this task in order to determine market conditions and identify market segments</p>	<p>Basic Probability Skills and Concepts</p> <p>Determine probability of sample events; use of probability in prediction of mass behavior vs. unpredictability of single events</p> <p>Basic Logic</p> <p>Symbolism</p> <p>Deductive or inductive</p> <p>Implications/converse/inverse/contrapositive</p> <p>Arguments/test for validity</p> <p>Proof</p> <p>Direct</p> <p>Paragraph/two column</p> <p>Indirect</p> <p>Basic Statistical Skills and Concepts</p> <p>Representative sampling from population; measurement of central tendency via mean (average), median, standard deviation; techniques of statistical analysis and statistical inference</p>
COMMUNICATIONS	
<p><u>PERFORMANCE MODES</u></p> <p>Reading</p> <p>Writing</p> <p>Viewing</p>	<p><u>EXAMPLES</u></p> <p>Comprehend written reports</p> <p>Write report</p> <p>Examine charts and plan</p>
<p><u>SKILLS/CONCEPTS</u></p> <p>Comprehension, Detail/Inference, Informational reports, Recommendation reports, Physical experiment, Description of mechanism, Definition, Terminology</p> <p>Penmanship, Description, Clarity of expression, Logic, Usage</p> <p>Word definition, Recognition of symbols, codes, emblems</p>	

(TASK STATEMENT) UTILIZE REPLACEMENT AND REFILL ORDERS AS A SALES TOOL (SUGGESTIVE SELLING)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Samples
 Mock-ups
 Graphic and visual tools
 Reports and findings

 A keen awareness of the techniques and methods applied to suggestive selling are imperative to the completion of this task

PERFORMANCE KNOWLEDGE

Analyze existing product line of client
 Suggest expansion or increasing existing product line
 Utilize methods of trading-up and increasing sales.

SAFETY -- HAZARD

DECISIONS

Determine if product line expansion would be profitable
 Determine how product line expansion or increasing will provide increased profits

CUES

Physical operation
 Acceptance and rejection of expansion of product line

ERRORS

Not to suggest
 Failure to increase client's order
 Suggesting inappropriate items

SCIENCE

Personal qualities (see appendix)
 Professionalism (see appendix)

Human considerations

Grant appropriate regard for customer's unique needs;
 Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity
 Conditions for healthy and growth-directed job performance
 Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables;
 Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally

MATH -- NUMBER SYSTEMS

Set of Real Numbers

Use of Numbers (without calculation)

Fundamental Operations (Calculation)

Basic Arithmetic Skills and Concepts

Use of Computing Devices and Mechanical Aids

Basic Measurement Skills and Concepts

As it may apply:

Dependent on nature and use of product
 Status and competency of client or audience

COMMUNICATIONS

PERFORMANCE MODES

Reading

Viewing

EXAMPLES

Comprehend written reports

Illustration

SKILLS/CONCEPTS

Informational reports, Comprehension,
 Detail/Inference, Physical experiment,
 Proposals, Description of mechanism,
 Definition, Terminology
 Visual analysis, Logic, Detail/Inference,
 Recognition of symbols, codes, emblems

Duty G Developing and Implementing Proper Sales Promotion and Product Promotion Plan

- 1 Develop "customer relation" procedure
- 2 Determine methods of keeping advised of promotional techniques
(of products and firm)
- 3 Determine method of product, company and sales publicity
- 4 Determine method of displaying product(s) in conjunction with exhibitions,
trade fairs, and special events
- 5 Exhibit goodwill through effective "public relations" program

108

(TASK STATEMENT) DEVELOP 'CUSTOMER RELATION' PROCEDURE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
<p>*'Customer Relations' plan-of-attack **to include customer services</p> <p>*Because 'Customer relations' is an important and essential part of any sales organization - One should consider implementing a customer relations program without any cues</p> <p>**Customer services to include anything which would prove beneficial, economical, efficient, and complimentary to a particular operation</p>	<p>Establish rapport with client</p> <p>Build confidence</p> <p>Nurture trust</p> <p>Inform client of available service from representative company</p> <p>Extend available assistance to client</p>	
<p><u>DECISIONS</u></p> <p>Determine how to build 'customer relations', through a comprehensive plan of attack - which is all encompassing</p>	<p><u>CUES</u></p> <p>Positive or negative feeling on the part of the client with regards to the product or company the salesperson is representing</p>	<p><u>ERRORS</u></p> <p>Failure to establish good rapport</p>

ASK STATEMENT) DEVELOP "CUSTOMER RELATION" PROCEDURE

<p style="text-align: center;">SCIENCE</p> <p>Personal qualities (see appendix) Professionalism (see appendix) Human considerations Maintain customer's illusion of privacy by avoiding excessive noise or movement; Maintain regard for differing views on maximum efficiency of the operation; Communicate pride in establishments Basic human inhibitions Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication; Excessive mental activity to the complete exclusion of intuitive body expression Physical, emotional, and mental considerations Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration mental alertness, mental quietude, mental clarity, and organization</p>	<p style="text-align: center;">MATH -- NUMBER SYSTEMS</p>
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COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
<p>Speaking</p> <p>Listening</p> <p>Viewing</p>	<p>Verbal introduction Social conversation</p> <p>Social/business conversation Illustration</p>	<p>Terminology, Diction, Implying, Enumeration, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage Concentration, Note taking Visual analysis, Logic, Recognition of symbols, codes, emblems</p>
	<p>105</p>	<p>110</p>

TASK STATEMENT) DETERMINE METHODS OF KEEPING ADVISED OF PROMOTIONAL TECHNIQUES (OF PRODUCTS AND FIRM)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
<p>Journals (promotions) Ad agencies Promotion department (if large enough company) Special promotional publication</p>	<p>Compile list of pertinent resources as they apply to promotional methods and techniques Secure, read, and interpret promotional data Apply pertinent data to the promotion of the product at hand</p>	
<p><u>DECISIONS</u> Determine available and up-to-date sources of promotional techniques Determine which and how to apply promotional data to product(s)</p>	<p><u>CUES</u> Availability of pertinent promotional material in conjunction with product</p>	<p><u>ERRORS</u> Failure to obtain and use up-to-date material which would enhance the promotion of the product</p>

TASK STATEMENT) DETERMINE METHODS OF KEEPING ADVISED OF PROMOTIONAL TECHNIQUES (OF PRODUCTS AND FIRM)

<p>SCIENCE</p> <p>Personal qualities (see appendix) Professionalism (see appendix) Human considerations Maintain customer's illusion of privacy by avoiding excessive noise or movement; Maintain regard for differing views on maximum efficiency of the operations; Communicate pride in establishment Basic human inhibitions Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication; Excessive mental activity to the complete exclusion of intuitive body expression Physical, emotional, and mental considerations Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization</p>	<p>MATH - NUMBER SYSTEMS</p> <p>Use of Numbers (without calculation) Coordinate system [Interpret data] Indexing [Index data] Recording [Record data]</p>
<p>COMMUNICATIONS</p>	
<p><u>PERFORMANCE MODES</u></p> <p>Reading Listening Viewing</p>	<p><u>EXAMPLES</u></p> <p>Comprehend reports Catalogs Social/business conversation Illustration</p> <p>107</p>
<p><u>SKILLS/CONCEPTS</u></p> <p>Comprehension, Detail/Inference, Informational reports, Recommendation reports Concentration, Note taking Recognition of symbols, codes, emblems</p> <p>112</p>	

TASK STATEMENT) DETERMINE METHOD OF PRODUCT, COMPANY AND SALES PUBLICITY

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
<p>Material novelty advertising devices</p> <p>Gratuities (ex: sporting events tickets)</p> <p>Home company promotional devices (with regards to company, products, or salesperson)</p>	<p>Employee a novelty advertising specialist</p> <p>Derive clients likes and dislikes with regards to interests</p> <p>Supply client with publicity material (as it applies to company, products, salesperson)</p> <p>Mail or drop off novelty devices</p>	
<p><u>DECISIONS</u></p> <p>Determine what novelty and promotional devices to incorporate</p>	<p><u>CUES</u></p> <p>What is available</p> <p>Customer's interest and personality</p>	<p><u>ERRORS</u></p> <p>Failure to keep client informed of company's image</p> <p>Failure to keep company's name in front of client</p>

(TASK STATEMENT) DETERMINE METHOD OF PRODUCT, COMPANY AND SALES PUBLICITY

<p style="text-align: center;">SCIENCE</p> <p>Personal qualities (see appendix) Professionalism (see appendix) Human considerations Maintain customer's illusion of privacy by avoiding excessive noise or movement; Maintain regard for differing views on maximum efficiency of the operations; Communicate pride in establishment Basic human inhibitions Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication; Excessive mental activity to the complete exclusion of intuitive body expression Physical, emotional, and mental considerations Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization</p>	<p style="text-align: center;">MATH - NUMBER SYSTEMS</p> <p>Use of Numbers (without calculation) [Quantity and quality] Counting Coordinate system Ordering Indexing Coding Ratio Measurement Recording</p>
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<p>COMMUNICATIONS</p>	
<p style="text-align: center;"><u>PERFORMANCE MODES</u></p> <p>Writing</p> <p>Speaking</p> <p>Viewing</p>	<p style="text-align: center;"><u>EXAMPLES</u></p> <p>Business letters</p> <p>Delive. oral conversation</p> <p>Illustration</p>
<p style="text-align: center;"><u>SKILLS/CONCEPTS</u></p> <p>Penmanship, Spelling, Memo format, Reports, Business letters, Terminology, Appropriate diction, Clarity of expression, Persuasion and sales technique Terminology, Diction, Implying, Enumeration, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage Recognition of symbols, codes, emblems</p>	

DETERMINE METHOD OF DISPLAYING PRODUCT(S) IN CONJUNCTION WITH EXHIBITIONS, TRADE FAIRS, (TASK STATEMENT) AND SPECIAL EVENTS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
<p>Actual product, equipment, and materials</p> <p>Display fixtures and props</p> <p>Display booth</p> <p>Product literature</p> <p>Novelty devices</p>	<p>Compile list of schedule fairs, exhibitions, and events for up-coming year</p> <p>Secure reservations at above events for self and client (s)</p> <p>Confirm reservations for accommodations</p> <p>Secure materials and equipment to be displayed</p> <p>Set up at exhibition</p>	<p>Safety and Hazard (see appendix)</p>
<p><u>DECISIONS</u></p> <p>Decide what equipment and materials need to be taken to special event exhibitions</p> <p>Decide what display techniques to employ</p>	<p><u>CUES</u></p> <p>What events are available</p> <p>Where events are scheduled</p> <p>What would be of interest to clients</p>	<p><u>ERRORS</u></p> <p>Failure to be aware of up-coming events</p>

MATH - NUMBER SYSTEMS

Use of Numbers (without calculation)
 Counting
 Coordinate system
 Ordering
 Indexing
 Coding
 Ratio
 Measurement
 Recording

SCIENCE

Personal qualities (see appendix)
 Basic human inhibitions
 Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication; Excessive mental activity to the complete exclusion of intuitive body expression
 Conditions for healthy and growth-directed job performance
 Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables;
 Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally

COMMUNICATIONS

PERFORMANCE MODES

Speaking
 Reading
 Listening
 Viewing

EXAMPLES

Verbally make arrangements
 Comprehend schedules
 Conversation
 Illustration

SKILLS/CONCEPTS

Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
 Comprehension, Detail/Inference, Recommendation reports, Physical experiment, Description of mechanism, Terminology
 Concentration, Note taking
 Recognition of symbols, codes, emblems

TASK STATEMENT) EXHIBIT GOOD WILL THROUGH EFFECTIVE 'PUBLIC RELATIONS' PROGRAM

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
<p>Available public relations* methods, techniques, and materials</p> <p>*Public relations: to include local community, civic, youth organizations, state, country and organized groups' affairs and programs in conjunction with a conscientious effort to contribute time, money or advice</p>	<p>Develop plan of attack for a public relations campaign</p> <p>If feasible, employ ad agency to carry on institutional advertising</p> <p>Initiate public relations program aimed at building good will</p> <p>Initiate on-going public relations program</p>	<p style="text-align: center;">○</p>
<p>DECISIONS</p> <p>Decide on competent ad agency</p> <p>Determine scope of public relations program and purpose</p>	<p>CUES</p> <p>Current status of company's image</p> <p>Availability of public relations material and programming;</p>	<p>ERRORS</p> <p>Failure to maintain or create positive company image</p>

SCIENCE

Personal qualities (see appendix)
Professionalism (see appendix)

Conditions for healthy and growth-directed job performance
Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables;
Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally
Physical, emotional, and mental considerations
Comfort, mental alertness
Caution, mental quietude
Safety, mental clarity
Physical, emotional, and intellectual health
Attention, organization
Observation
Concentration

MATH - NUMBER SYSTEMS

Use of Numbers (without calculation)
Coordinate system [Plan of attack]

COMMUNICATIONS

PERFORMANCE MODES

Reading

Written

EXAMPLES

Comprehend written reports

Write letter

SKILLS/CONCEPTS

Comprehension, Detail/Inference, Informational reports, Physical experiment, Description of mechanism, Terminology Penmanship, Spelling, Classification, Description, Logic, Usage

Duty H Writing Reports

- 1 Write reports on completed and uncompleted sales
- 2 Write reports on sales prospects and contacts
- 3 Write reports on competitors' products
- 4 Write reports on credit ratings of customers
- 5 Record and maintain salesperson's expense accounts
- 6 Maintain sale progress report charts

119

(TASK STATEMENT) WRITE REPORTS ON COMPLETED AND UNCOMPLETED SALES

<p>TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON</p> <p>Sales report form(s)</p>	<p>PERFORMANCE KNOWLEDGE</p> <p>Compile ratio of sales attempted to sales completed Write rough draft on what transpired during sales contact Review sales report for accuracy Make notations of errors during contact (salesperson) Make notation of strong points (salesperson) Make notations of client's subordinates (interests) Compile narrative report only on completed and uncompleted sales</p>	<p>SAFETY - HAZARD</p>
<p>DECISIONS</p> <p>Determine relevant information to include in report</p>	<p>CUES</p> <p>What transpired during contact format of report Information which would prove informative in future</p>	<p>ERRORS</p> <p>Meaningless report, too much jargon - useless report</p>

<p style="text-align: center;">MATH - NUMBER SYSTEMS</p>	<p>Use of Numbers (without calculation)</p> <p>Counting Coordinate system Ordering Indexing Coding Ratio Measurement Recording</p>
<p style="text-align: center;">SCIENCE</p>	<p>Human considerations.</p> <p>Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment</p> <p>Physical, emotional, and mental considerations - Comfort, Safety, Physical, emotional and intellectual health, Attention, Concentration, Mental clarity, Organization</p> <p>Basic human inhibitions</p> <p>Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment-to personal value sets which inhibit open interpersonal communication; Excessive mental activity to the complete exclusion of intuitive body expression</p> <p>Conditions for healthy and growth-directed job performance (see appendix)</p>
<p>COMMUNICATIONS</p>	
<p style="text-align: center;"><u>PERFORMANCE MODES</u></p> <p>Reading</p> <p>Viewing</p> <p>Writing</p>	<p style="text-align: center;"><u>EXAMPLES</u></p> <p>Comprehend written reports</p> <p>Illustration</p> <p>Write reports</p>
<p style="text-align: center;"><u>SKILLS/CONCEPTS</u></p> <p>Comprehension, Detail/Inference, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposals, Description of mechanism, Definition, Terminology</p> <p>Visual analysis, Logic, Recognition of symbols, codes, emblems</p> <p>Spelling, Classification, Memo format, Description, Reports, Terminology, Clarity of expression, Logic, Usage</p>	<p style="text-align: right;">124</p>

TASK STATEMENT) WRITE REPORTS ON SALES PROSPECTS AND CONTACTS

122

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Sales prospect and contact form(s)

PERFORMANCE KNOWLEDGE

Gather information of client
 Include pertinent information into report form
 Review information for accuracy
 Organize material into an easy access form or format in order to have readily available (cross reference)
 Review up-date files on prospects

SAFETY - HAZARD

DECISIONS

Determine what information is important enough to be included in customer files

Decide on efficient and effective method of filing

CUES

Method and availability of deriving information on a client

Actual format of report form

ERRORS

Failure to compile and have available relevant and pertinent information on prospect client

SCIENCE

Human considerations
 Grant appropriate regard for customer's unique needs;
 Exhibit capacity to ascertain best service for the
 particular party type request; Show and describe
 facilities with appropriate speed and clarity; Commu-
 nicate pride in establishment
 Physical, emotional, and mental considerations
 Comfort, Safety, Physical, emotional and intellectual
 health, Attention, Concentration, Mental clarity,
 Organization
 Basic human inhibitions
 Excessive attachment to fixed-projected time sets
 (e.g. schedules, appointments, deadlines); Excessive
 attachment to personal value sets which inhibit open
 interpersonal communication; Excessive mental activity
 to the complete exclusion of intuitive body expression
 Conditions for healthy and growth-directed job performance
 (see appendix)

MATH -- NUMBER SYSTEMS

Use of Numbers (without calculation)
 Counting
 Coordinate system
 Ordering
 Indexing
 Coding
 Ratio
 Measurement
 Recording

COMMUNICATIONS

PERFORMANCE MODES

Reading
 Written
 Viewing

EXAMPLES

Comprehend written reports/letters
 Write inserts
 Examine catalog

SKILLS/CONCEPTS

Comprehension, Description of mechanism
 and terminology
 Penmanship, Spelling, Reports, Business
 letters, Dictation, Persuasion, Denota-
 tion/Connotation, Logic
 Recognition of symbols, codes, emblems

(TASK STATEMENT) WRITE REPORTS ON COMPETITORS' PRODUCTS

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Competitor's product
Competitor's product analysis form
(a comparison form - comparing
competitor's product to own)
Available product analysis data and
literature on competitor's
product

PERFORMANCE KNOWLEDGE

If possible secure competitor's product
Read any available reports on product
Interpret any Research and Development
report data on competitor's product
Interpret input from existing customers
Contrast and compare competitor's
product to ours on proper comparison
report form
Make notations and pertinent informa-
tion relevant to future sales (on
form)

SAFETY - HAZARD

DECISIONS

Decide on what needs to be compared

CUES

Competitor's position in the market

ERRORS

Failure to remain competitive

ASK STATEMENT) WRITE REPORTS ON COMPETITORS' PRODUCTS

SCIENCE

Physical, emotional, and mental considerations
 Physical, emotional and intellectual health, Attention, Observation, Concentration, Mental clarity, Organization
 Basic human inhibitions
 Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication; Excessive mental activity to the complete exclusion of intuitive body expression
 Conditions for healthy and growth-directed job performance (see appendix)

MATH - NUMBER SYSTEMS

Use of Numbers (without calculation)
 Counting
 Coordinate system
 Ordering
 Indexing
 Coding
 Ratio
 Measurement
 Recording

COMMUNICATIONS

PERFORMANCE MODES

Reading

Writing

Viewing

EXAMPLES

Comprehend written report

Write reports

Illustration

SKILLS/CONCEPTS

Comprehension, Detail/Inference, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposa's, Description of mechanism, Definition, Terminology Spelling, Classification, Description, Reports, Terminology, Clarity of expression. Logic, Usage
 Visual analysis, Logic, Recognition of symbols, codes, emblems

(TASK STATEMENT) WRITE REPORTS ON CREDIT RATINGS OF CUSTOMERS

TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON

Dunn and Bradstreet credit rating directory
Local credit rating agencies

PERFORMANCE KNOWLEDGE

Consult Dunn and Bradstreet directory
Arrive at customer's credit rating
Note credit rating in proper report form
Up-date and follow-up client's credit status

SAFETY - HAZARD

DECISIONS

Determine if client's credit rating is acceptable with company's requirements and policies

CUES

Standard operating procedures
Company's credit policy requirements

ERRORS

Accepting customer with unacceptable credit rating

ASK STATEMENT) WRITE REPORTS ON CREDIT RATINGS OF CUSTOMERS

SCIENCE

Human considerations
 Grant appropriate regard for customer's unique needs;
 Exhibit capacity to ascertain best service for the
 particular party type request; Show and describe
 facilities with appropriate speed and clarity; Commu-
 nicate pride in establishment
 Physical, emotional, and mental considerations
 Comfort, Safety, Physical, emotional and intellectual
 health, Attention, Concentration, Mental clarity.
 Organization
 Basic human inhibitions
 Excessive attachment to fixed-projected time sets
 (e.g. schedules, appointments, deadlines); Excessive
 attachment to personal value sets which inhibit open
 interpersonal communication; Excessive mental activity
 to the complete exclusion of intuitive body expression
 Conditions for healthy and growth-directed job performance
 (see appendix)

MATH - NUMBER SYSTEMS

Use of Numbers (without calculation)
 Counting
 Coordinate system
 Ordering
 Indexing
 Coding
 Ratio
 Measurement
 Recording

COMMUNICATIONS

PERFORMANCE MODES

Reading
 Listening
 Writing

EXAMPLES

Interpret reports
 Communicate
 Write reports

SKILLS/CONCEPTS

Comprehension, Detail/Inference, Informa-
 tional reports, Recommendation
 reports
 Auditory discrimination, Detection of
 propaganda devices, Discriminate fact
 from non-fact, Recognize opinions,
 Concentration, Logic, Note taking
 Spelling, Classification, Description,
 Reports, Terminology, Clarity of
 expression, Logic, Usage

**TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON**

Expense account form
Applicable receipts

PERFORMANCE KNOWLEDGE

Obtain tangible receipts
Break receipts down into various re-
quired categories
Record various expenditures of proper
form
Compute actual categorical totals
Submit for approval
Maintain record on proper form of
expenses

SAFETY - HAZARD

DECISIONS

Determine which expenses are applicable
Decide when to submit

CUES

Standard company policy regarding
expenses

ERRORS

Not to maintain accurate record of
expenses
Not securing receipts
Receiving inaccurate reimbursement on
expenses

MATH - NUMBER SYSTEMS

Use of Numbers (without calculation)
 Counting
 Coordinate system
 Ordering
 Indexing
 Coding
 Ratio
 Measurement
 Recording

SCIENCE

Human considerations (see appendix)
 Physical, emotional, and mental considerations
 Concentration, Mental alertness, Mental quietude,
 Mental clarity, Organization
 Conditions for healthy and growth-directed job performance
 Capacity to perceive, quickly integrate, and function
 well in the face of unexpected situational variables;
 Capacity to maintain open-mindedness and composure in
 the far seemingly different, eccentric or clashing
 values expressed behaviorally or verbally

COMMUNICATIONS

PERFORMANCE MODES

Reading

Listening

Writing

EXAMPLES

Comprehend written reports

Conversation

Write records

SKILLS/CONCEPTS

Comprehension, Information reports,
 Recommendation reports, Progress
 reports, Physical experiment, Propo-
 sals, Description of mechanism, Defi-
 nition, Terminology
 Auditory discrimination, Detection of
 propaganda devices, Discriminate fact
 from non-fact, Recognize opinions,
 Concentration, Logic
 Penmanship, Spelling, Classification,
 Description, Terminology, Clarity
 of expression, Logic

(TASK STATEMENT) MAINTAIN SALES PROGRESS REPORT CHARTS

**TOOLS, EQUIPMENT, MATERIALS,
OBJECTS ACTED UPON**

Graph
Salesperson's incentive programs,
devices, and techniques

PERFORMANCE KNOWLEDGE

Set realistic sale's goal
Develop a pictorial or visual graph
depicting goal
Arrive at method of recording progress
toward achievement of goal
Record progress

SAFETY - HAZARD

DECISIONS

Determine how to set an accurate and
realistic goal
**Determine how to record progress and
achievement**

CUES

Company expectations
Salesperson's own self-confidence
of achievement

ERRORS

Failure to set and/or attain a realis-
tic goal

SCIENCE

Human considerations
 Grant appropriate regard for customer's unique needs;
 Exhibit capacity to ascertain best service for the
 particular rtrv type request; Show and describe
 facilities with appropriate speed and clarity; Commu-
 nicate pride in establishment
 Physical, emotional, and mental considerations
 Comfort, Safety, Physical, emotional and intellectual
 health, Attention, Concentration, Mental clarity,
 Organization
 Basic human inhibitions
 Excessive attachment to fixed-projected time sets
 (e.g. schedules, appointments, deadlines); Excessive
 attachment to personal value sets which inhibit open
 interpersonal communication; Excessive mental activity
 to the complete exclusion of intuitive body expression
 conditions for healthy and growth-directed job performance
 (see appendix)

MATH - NUMBER SYSTEMS

Use of Numbers (without calculation)
 Counting
 Coding
 Coordinate system
 Ordering
 Indexing
 Ratio
 Measurement
 Recording

COMMUNICATIONS

PERFORMANCE MODES

Viewing

EXAMPLES

Illustration

SKILLS/CONCEPTS

Visual analysis, Logic, Recognition of
 symbols, codes, emblems

APPENDIX

SAFETY AND HAZARD

At this point, note that specific or determinable safety procedures or hazards encountered by the industrial salesperson are of a general nature. The industrial salesperson will have to have a general and constant awareness of safety procedures—dictated by the nature of the product he/she is selling—and the use of the product he/she is demonstrating or selling.

The basic reason for not being able to list specific instances is due to the vast difference in various industrial products—and the various safety procedures which apply to each. For example, an industrial salesperson selling a product involved with construction, obviously would have to be constantly aware of the need of a hard hat; an industrial salesperson selling to a machine shop would need to be aware of the need for safety goggles and of the various safety devices on large machinery. It would be safe at this time to say, the safety and hazard would be of a general nature—yet ALL ENCOMPASSING as it applies to industrial sales.

MATH - NUMBER SYSTEMS

The rationale behind this area lies within two very basic, yet important considerations. First, the nature and use of the industrial product being sold. This difference is as vast as the difference between light switches and nuclear reactors for industrial or institutional use. At this point, the vastness and complexity of mathematical systems as they are employed by an industrial salesperson are just as vast as the example stated above (from the simple to the most complex).

Second, consideration with regards to mathematics as applicable to industrial sales lies with the status and competency of one's particular client or audience. In selling nuclear reactors, the approach used with a city mayor would differ to the approach used to the city engineers (who would be inclined to better understand technical and statistical data given during the sales presentation).

These two considerations must be given careful thought when approaching needed mathematical systems to insure competency on the part of the industrial salesperson

BEHAVIORAL SCIENCE CODE

I. Personal Qualities

- A. Exhibit capacity to ascertain personal qualities of client (skills, knowledge, character, flexibility, learning capacity)
- B. Exhibit capacity to foster trust
- C. Exhibit capacity to accurately reflect business operation environment and job expectations
- D. Exhibit capacity to engender clear statement of rationale
- E. Exhibit capacity to listen openly and attentively (without bias) in the communication process
- F. Exhibit qualities of tact, poise, consideration, graciousness and imagination

II. Professionalism

- A. Maintain capacity to foster trust
- B. Maintain capacity to foster confidentiality
- C. Maintain capacity to foster cooperation
- D. Maintain capacity to generate integrity
- E. Maintain capacity to cope with conflict behavior
- F. Maintain capacity to function efficiently when encountering fast changing, multiple, personal or situational variables
- G. Exhibit qualities of self-confidence, self-control, self-reliance, self-respect and adaptability

III. Human Considerations

- A. Maintain customer's illusion of privacy by avoiding excessive noise or movement
- B. Grant appropriate regard for customer's personal space (convenience and special interests)
- C. Maintain regard for differing views on maximum efficiency of the operations
- D. Grant appropriate regard for customer's unique needs
- E. Exhibit capacity to ascertain best service for the particular party type request
- F. Show and describe facilities with appropriate speed and clarity
- G. Communicate pride in establishment

IV. Physical, Emotional and Mental Considerations

- A. Comfort
- B. Caution
- C. Safety

- D. Physical, emotional and intellectual health
- E. Attention
- F. Observation
- G. Concentration
- H. Mental alertness
- I. Mental quietude
- J. Mental clarity
- K. Organization

V. Basic Human Inhibitions

- A. Excessive anticipation of expected events
- B. Excessive preoccupation with fantasy
- C. Excessive preoccupation with past experiences
- D. Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines)
- E. Excessive attachment to personal value sets which inhibit open interpersonal communication
- F. Excessive mental activity to the complete exclusion of intuitive body expressions

VI. Conditions for Healthy and Growth-Directed Job Performance

- A. Awareness of one's changing emotional states
- B. Awareness of one's changing physical states
- C. Awareness of one's unlimited intellectual activities
- D. Awareness of one's diverse, intuitive (creative) capacities
- E. Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables.
- F. Capacity to maintain open-mindedness and composure in the face of seemingly different, eccentric or clashing values expressed behaviorally or verbally