

TEXAS SKILL STANDARDS BASED PROGRAM RECGONITION
Texas Workforce Investment Council
Learning Outcomes Matrix

Wholesale & Manufacturing Sales Representative Certificate (C2) TWIC Program Recognition Curriculum Revision			FSHN 2320 Visual Merchadising	MRKG 1311 Principles of Marketing	MRKG 1301 Customer Relations Management	MRKG 2333 Principles of Selling	FSHN 2303 Fashion Buying	FSHN 1382 Coop Education Fashion Merchandising	
Customer Service	CWF1	Learns About Products or Services (4)	x	x	x		x	x	14
	CWF2	Assesses Customer Needs (4)	x	x	x		x	x	14
	CWF3	Educates Customer (4)	x	x	x		x	x	11
	CWF4	Meets Customer's Needs and Provides Ongoing Support (3)			x		x	x	7
Sales	CWF5	Prepares for Selling (4)	x	x		x	x	x	13
	CWF6	Gains Customer Commitment and Closes Sale (5)		x		x	x	x	12
	CWF7	Develops and Implements a Sales Follow-up Plan (4)		x		x	x	x	10
KEY ACTIVITY COUNT			8	9	15	13	9	27	81

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Key Activity		FSHN 2320 Visual Merchandising	MRKG 1311 Principles of Marketing	MRKG 1301 Customer Relations Management	MRKG 2333 Principles of Selling	FSHN 2303 Fashion Buying	FSHN 1382 Cooperative Education - Fashion Merchandising	C O U N T
CUSTOMER SERVICE: Learns About Products or Services								
1.1	Undergoes company provided training to support product or services as well as follow-up training.			X			X	2
1.2	Reviews and comprehends written and multimedia material pertaining to products or services produced by employee's company or trade organization.	X	X	X		X	X	5
1.3	Tests and samples products or services.			X			X	2
1.4	Studies competitors' products or services, including competitors' marketing materials (ads, fliers, TV commercials, web pages, etc.).	X	X	X		X	X	5
KEY ACTIVITY COUNT		2	2	4	0	2	4	14

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CUSTOMER SERVICE: Assesses Customer Needs								
2.1	Addresses the customer, either in person, by telephone, e-mail or other means.			X			X	2
2.2	Gathers information about customer's needs, and customer's knowledge of products or services.	X	X	X		X	X	5
2.3	Responds to customer's comments and questions.	X		X			X	3
2.4	Determines customer's price considerations.		X	X		X	X	4
KEY ACTIVITY COUNT		2	2	4	0	2	4	14

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CUSTOMER SERVICE: Educates Customer								
3.1	Explains and demonstrates products or services and prices to customer.	X		X			X	3
3.2	Identifies alternative or additional products, services, and/or options available.	X	X	X		X	X	5
3.3	Informs customer about service policies (returns, warranties, guarantees, service plans).			X			X	2
3.4	Solicits supervisor or co-worker support and advice when necessary to meet customer needs.			X				1
KEY ACTIVITY COUNT		2	1	4	0	1	3	11

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CUSTOMER SERVICE: Meets Customer's Needs And Provides Ongoing Support								
4.1	Coordinates as needed with other services to expedite delivery of service or product.			X			X	2
4.2	Contacts customer to determine if products or services meet customer's expectations.			X		X	X	3
4.3	If customer's expectations are not met, informs the customer of how the company will satisfy the customer's needs and facilitates resolution process.			X			X	2
KEY ACTIVITY COUNT		0	0	3	0	1	3	7

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SALES: Prepares for Selling								
5.1	Reviews and understands future sales goals and how they are based on current and past performance.				X		X	2
5.2	Develops and implements strategy for selling products or services.	X	X		X	X	X	5
5.3	Familiarizes self with pricing strategies and policies.				X		X	2
5.4	Identifies and prioritizes potential customers within market target area.	X	X		X		X	4
KEY ACTIVITY COUNT		2	2	0	4	1	4	13

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SALES: Gains Customer Commitment and Closes Sale								
6.1	Observes customer for verbal or body language signs indicating that he or she is ready to complete the sale.				X		X	2
6.2	Engages in negotiation process.				X	X	X	3
6.3	Closes and confirms sale with customer.				X		X	2
6.4	Discusses specifics of the sale (delivery and/or installation date, warranties, product protection plan).		X		X		X	3
6.5	Handles sales transaction.				X		X	2
KEY ACTIVITY COUNT		0	1	0	5	1	5	12

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Associate in Applied Sciences - Fashion Marketing								
7.1	Follows up with customers regarding suggestions for future purchases.				X		X	2
7.2	Maintains contact with customers through correspondence, phone calls and casual contacts in community.				X	X	X	3
7.3	Converts returns to exchanges.				X		X	2
7.4	Analyzes and evaluates the effectiveness of prospecting methods, sales strategies, and marketing/merchandising plans, and makes any necessary adjustments.		X		X		X	3
KEY ACTIVITY COUNT		0	1	0	4	1	4	10