

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

Associate in Applied Sciences - Fashion Marketing TWIC Program Recognition Curriculum Revision			MRKG 1311 Principles of Marketing	MRKG 1301 Customer Relations Management	MRKG 2333 Principles of Selling	FSHN 2303 Fashion Buying	FSHN 2382 Coop Education - Fashion Merchandising	
Customer Service	CWF1	Learns About Products or Services (4)	x	x		x	x	12
	CWF2	Assesses Customer Needs (4)	x	x		x	x	12
	CWF3	Educates Customer (4)	x	x		x	x	10
	CWF4	Meets Customer's Needs and Provides Ongoing Support (3)		x		x	x	7
Sales	CWF5	Prepares for Selling (4)	x		x	x	x	11
	CWF6	Gains Customer Commitment and Closes Sale (5)	x		x	x	x	11
	CWF7	Develops and Implements a Sales Follow-up Plan (4)	x		x	x	x	10
KEY ACTIVITY COUNT			9	15	13	9	27	73

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Key Activity

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	4
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	4
KEY ACTIVITY COUNT		2	4	0	2	4	12

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Key Activity

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	4
2.3	Responds to customer's comments and questions.		X			X	2
2.4	Determines customer's price considerations.	X	X		X	X	4

KEY ACTIVITY COUNT

2

4

0

2

4

12

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Key Activity

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

**2
4
2
2**

KEY ACTIVITY COUNT

1 4 0 1 4

10

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Key Activity

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
4.2	Contacts customer to determine if products or services meet customer's expectations.		X		X	X
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
3
2
7**

KEY ACTIVITY COUNT

0 3 0 1 3

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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	4
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	3
KEY ACTIVITY COUNT		2	0	4	1	4	11

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Key Activity

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			2
6.5	Handles sales transaction.			X		X	2
KEY ACTIVITY COUNT		1	0	5	1	4	11

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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		1	0	4	1	4	10