

CTE JOURNEYS | HANDBOOKS

# Marketing and Sales

CAREER AND TECHNICAL EDUCATION

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## SECTION 1

# Is This the Field for You?

Are you outgoing? Is talking to people a favorite activity? Speaking over the phone could be a talent of yours. Maybe in-person conversation is a strong skill. Perhaps your passion is project planning. Conducting research might sound interesting. Writing may be a favorite hobby. Are any of these true? Then sales and marketing might be for you.



# Chapter 1 ›

## Inside the Industry

Sales connects buyers and sellers to products and services. Products are items that are sold for money. You can see, touch, and own them. Food at the grocery store is a product. Shoes and clothing are too.





Services are also a part of sales. A service is work done by a person or organization. A haircut is an example. You can't own a haircut. The sale is for the action that is done. There are many kinds of services. When a dentist cleans your teeth, it is a service to you.





Marketing teaches people about a product. It is a form of **advertising**. Marketers tell a story about a product or service. Pictures, words, and videos are used to do this. Visual **merchandising** is important. This is the art of displaying products. An effective display shows the best items. It also shows them in the best way. The display catches people's attention. They get excited to make a purchase.

Imagine a pizza restaurant. The pizza is the product you want to sell. First you choose a price. Then you create a sign for outside. Now you're advertising. Customers walk by. You ask if they want to buy a slice. Most people say "no."

Then you have an idea. It might get people to say "yes." You add the words "Made with farm-fresh vegetables!" to the sign. Now the pizza sounds special. More people are interested. Sales start coming. Soon the shop is full of happy customers.



## Did You Know?

Almost nine percent of jobs in the U.S. are in sales. That is about one in 11 jobs.



The phone is used for nine out of ten conversations between marketers and potential customers.



More than \$70 billion a year is spent on sales training in the U.S.



In 2023, 42 percent of marketers created their own graphics.



The first billboard advertisement was created in the 1830s. It was an ad for a traveling circus.



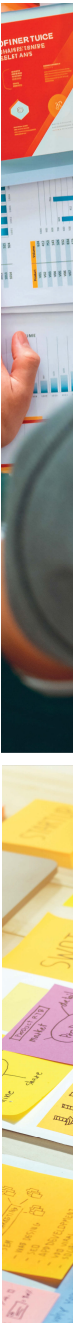
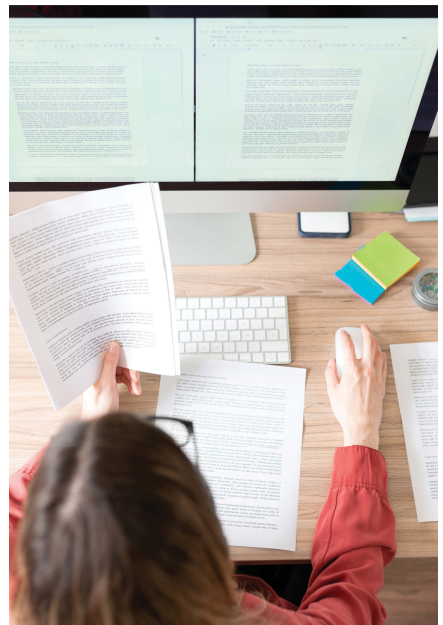




The field of sales and marketing offers many jobs. They exist inside and outside the home. Each one requires knowledge of products or services. Here are close-ups of a few scenes from this industry.

### Scene #1: A Marketing Company

It is a busy day for this marketing company. A new ad **campaign** is being created. A **copywriter** works in one office. She is drafting text. It will go on sample ads for the campaign. A **marketing assistant** helps. He gives suggestions. **Marketing associates** meet in a conference room. They discuss plans for the campaign. Ideas on what to say to the **client** are shared.











## Scene #2: A Clothing Store

A **sales clerk** helps a customer. He is looking for a good gift.

The **sales associate** shows him a few items. A **merchandise**

**manager** works on the window display. New products are being

shown. The **store manager** is overseeing everyone's work. She

makes suggestions on giving better service. Notes are given on the

window display too.







### Scene #3: A Sales Office

There are many desks in a sales office. Each worker has a computer. **Telemarketers** wear headsets. They talk to potential buyers. A **customer service representative** is also on the phone. He answers questions from a new client. A **sales associate** is having a meeting. She shares notes on a new marketing plan. **Salespeople** take notes on her ideas.







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