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Teacher for Learning Module

**My Thought Vector Activity**

Having reviewed the Faculty Patchbook, the Patch that resonated most with me in regards to the Sales course that I am teaching is: Patch 28 – Going Back to basics. Sales – the persuasive presentation and asking for the sale is not only a work intense process, but also has some complicated tasks within it. Most international students are petrified, when it comes to presentations, and in this course the main component is a live persuasive sale presentation that they have to develop, present and close the sale. There are many complicated processes that the students have to learn in order to prepare for the sales conversation. Most students will tell you that they have no experience in sales. In order to de-complicate the topic and put students at ease, I go back to basics and show them that they are all salespeople every day and most of the inherent skills that a good sales person needs, they already have, even if unconsciously.

The quote from this Patch that most resonated with me is the following:

“ Having covered the first couple of chapters, we had our first assignment/test and I quickly realized that students had not been learning the concepts they need to perfect (in patch it was vocabulary) as per the discussion we had had in class.”

To make the concepts meaningful, I switched to using examples that all students immediately relate to:

* Asking parents to use the car
* Asking someone out on a date
* Convincing friends to go the movie that I selected
* Convincing friends to go to dinner where I want to go
* Getting your dream job, the interview and selling yourself

By discussing the above situations, and delving deep to uncover the skills necessary to persuasively communicate to get what you want – I have now made the subject matter much more relevant to the students.