



# Transportation, Distribution and Logistics

Pathway: Sales and Service

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
TRPG01.01	Sales and Service	#8: Sales and Service Operations Management	Manage sales and service operations.	Determine sales growth opportunities for new products and services.	Analyze changing customer/market needs.
					Evaluate impacts of social, economic, and technological changes on future customer needs.
					Identify potential product/service features and mixes and pricing strategies to meet future needs.
					Evaluate competitor products/services and pricing strategies.
					Determine future demand for potential products and services.
					Identify most promising products and services.
					Develop report on recommended new products and services.
				Develop plans to meet sales goals with existing products and services.	Present and explain report (e.g. business meetings).
					Compile and analyze historical sales performance (e.g., spreadsheets, graphs).
					Develop sales goals and forecasts for sales period that meet business requirements.
					Develop promotion, pricing, and sales strategies to meet sales goals.
					Develop sales plan report.
					Present and explain report (e.g. business meeting).



Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
TRPG01.02	Sales and Service	#7: Transportation Marketing #9: Customer Service Strategies	Sell transportation services.	Sell logistics and transportation products and services.	Establish customer relationship.
					Determine customer needs.
					Describe and explain alternative products and services and pricing (e.g., logistics services, transportation equipment, travel/routing arrangements).
					Assist customer in making decisions.
					Close customer sale.
					Complete sales transaction.
					Prepare sales documents (e.g., contracts, sales documents, travel arrangements/tickets).
				Provide ongoing customer service.	Present and explain sales documents to customer.
					Greet customer.
					Determine customer needs.
					Locate and confirm customer contact and sales information.
					Determine and explain status of customer orders/purchases, transportation arrangements, and schedules.
					Identify potential or actual problems in providing customer products/services according to agreed arrangements and schedules.
					Develop solutions to meet customer needs.
Document customer service solutions (e.g. memo, report)					
Present and explain solution to customer and sales/customer service team.					