

Marketing

People in the Marketing cluster sell products or services. They use writing and speaking skills to convince others to buy something. Some also do research to figure out what people want to buy. They are usually outgoing and friendly.

Marketing

Real Estate Sales Agents

Sales Representatives, Wholesale & Manufacturing, except Technical & Scientific Products

■ *Sales Representatives, Wholesale & Manufacturing, Technical & Scientific Products*

Merchandise Displayers & Window Trimmers ■ *Market Research Analysts & Marketing Specialists*

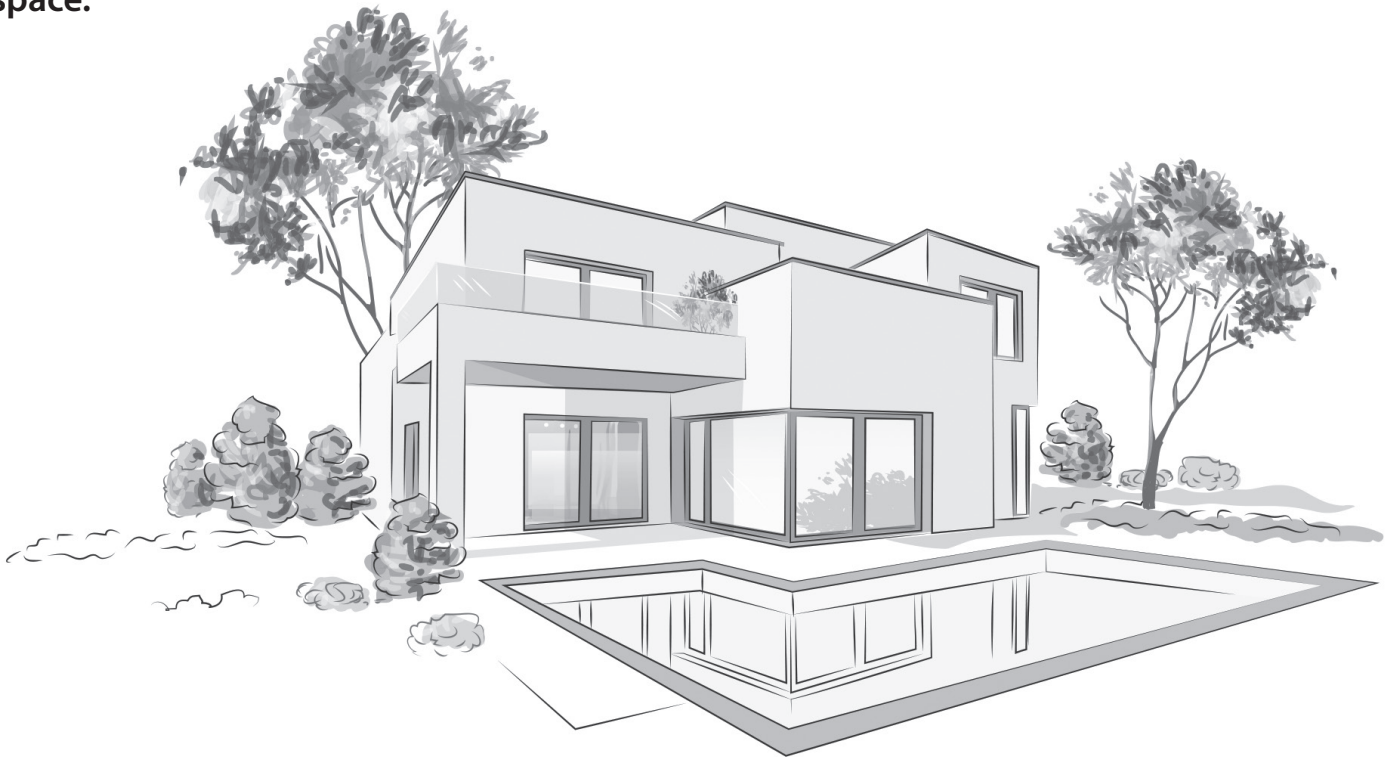
Advertising Sales Agents

Real Estate Sales Agents

Real estate sales agents help clients buy, sell and rent property. The property may be homes, commercial property like stores or office buildings, or land. They seek out people and convince them to buy or sell property. These sales agents also advise clients on prices. They advertise properties for sale. The ads include details like location and size. They show properties to people interested in buying them, pointing out good features. These sales agents also prepare many documents involved in the sale of property.



Pretend you are a real estate sales agent trying to sell the house pictured below. Use the space below the picture to write an advertisement to sell it. Describe the home and highlight features you think would appeal to a family. Use extra paper if you need more space.



House for Sale!

School Rules: (How much education do you need?)

Occupation	High School	Some Beyond High School	Associate Degree	Bachelor's Degree	Advanced Degree
Real Estate Sales Agents		✓			
Sales Reps, Wholesale & Mfg., except Tech. & Sci. Prod.	✓				
Sales Reps, Wholesale & Mfg., Tech. & Sci. Products				✓	
Merchandise Displayers & Window Trimmers	✓				
Market Research Analysts & Marketing Specialists				✓	
Advertising Sales Agents	✓				

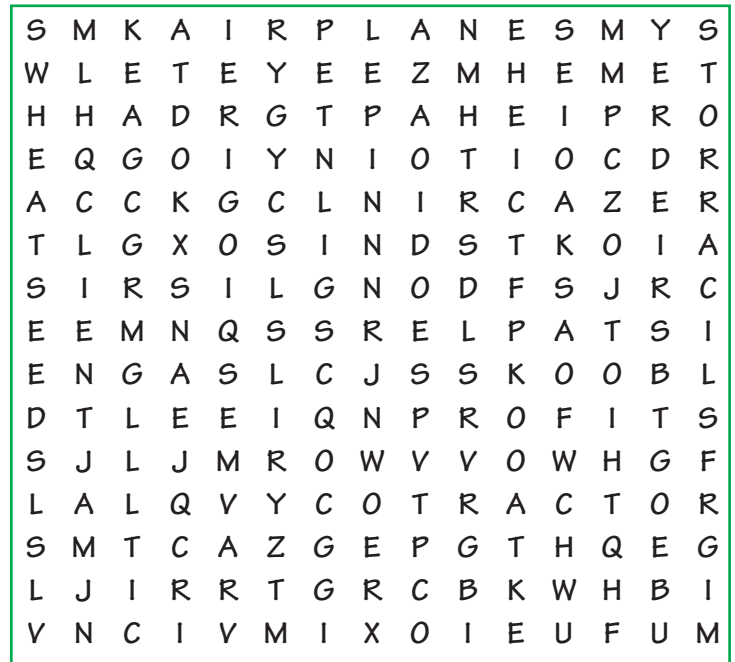


Sales Representatives, Wholesale & Manufacturing, except Technical & Scientific Products

Wholesale and manufacturing sales representatives sell products and services to businesses, governments and organizations. They search for customers. They sell things like food, office supplies and clothing. They answer questions about products. They may show how the products work. They have to know a lot about the things they sell. They respond to customers' needs and concerns. Some of them travel a lot.

Circle the words related to sales representatives in the word find.

client goals profits
 emails meetings report



Sales Representatives, Wholesale & Manufacturing, Technical & Scientific Products

These sales representatives also sell products and services for wholesalers and manufacturers. They sell things like computers, machines, electronics, and scientific and agricultural tools. They sell to businesses (including agri-businesses), governments and organizations. They show how the products work. They answer customers' questions. They need to know a lot about science, electronics or engineering.



Circle the products a technical and scientific sales rep would sell.

airplanes carrots ice cream tractor microscopes
 books crayons wheat seeds medicine staplers

All these words are also in the word find! Circle them.



Merchandise Displayers & Window Trimmers

Merchandise displayers and window trimmers create and put up displays in store windows, retail stores and at trade shows. They use the displays to get people into the store or to buy the product. They create scenes that grab people's attention. They spend a lot of time coming up with new ideas and layouts.

Draw a display in the store window.



Tip: Grouping items in odd numbers creates more interest.



Market Research Analysts & Marketing Specialists

Market research analysts look at things people buy. They figure out how much people will pay. They gather and analyze information. Some of this information comes from the past sales. They also create surveys to collect information. Based on the results, they come up with the best ways to sell products or services.



The Scoop Stop wants to know what ice cream flavors to sell. Using the list below, ask 10 people what their favorite flavor is. Put a check mark in the box for the flavor they say. If they say other, ask them what kind and write it below the box.

	1	2	3	4	5	6	7	8	9	10	Total
Chocolate											
Vanilla											
Strawberry											
Neapolitan (Chocolate, Strawberry & Vanilla)											
Chocolate Chip											
Rocky Road											
Mint Chocolate Chip											
Cookies n Cream											
Cookie Dough											
Other*											

*Other: _____

1. What are the top two flavors? _____

2. Which flavor was the least popular? _____

Advertising Sales Agents

Advertising sales agents sell ads for TV, newspapers, magazines, radio and billboards. They help customers figure out which type of ad is best for the company. Sometimes ad sales agents have to find new clients. Agents need to know a lot about the company.


























List two reasons why an advertising sales agent might tell a client to put an ad in a magazine instead of on TV.

1. _____

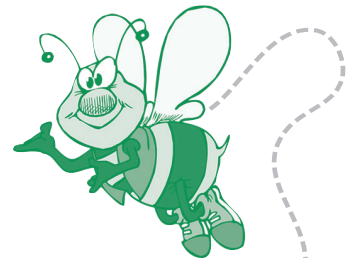
2. _____

How Much Does it Pay?

More than \$ 30.00						
\$ 25.00-\$ 30.00						
\$ 20.00-\$ 25.00						
\$ 15.00-\$ 20.00						
Less than \$ 15.00						
Average Hourly Wage in South Dakota (2018) Wage	Real Estate Sales Agents	Sales Reps, Wholesale & Manufacturing, except Tech. & Scientific	Sales Reps, Wholesale & Manufacturing, Tech. & Scientific	Merchandise Displayers & Window Trimmers	Market Research Analysts & Marketing Specialists	Advertising Sales Agents

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