

# **APPAREL AND ACCESSORIES MARKETING SERIES EVENTS**

## **INSTRUCTIONAL AREA** Product/Service Management

### **PERFORMANCE INDICATORS**

1. Evaluate vendor's merchandise.
2. Determine customer/client needs.
3. Identify components of a retail image.
4. Explain business ethics in product/service management.
5. Choose vendors.

**DESCRIPTION:** Knowledge of merchandise assortment in a retail setting.

## **INSTRUCTIONAL AREA** Selling / Customer Relations

### **PERFORMANCE INDICATORS**

1. Explain the nature and scope of the selling function.
2. Adapt communication to the cultural and social differences among clients.
3. Determine customer/client needs.
4. Handle difficult customers.
5. Determine ways of reinforcing the company's image through employee performance.

**DESCRIPTION:** Knowledge of selling to a specific market segment