



Wisdom Worth Having - Business Studies Curriculum Sales (Ages 13+)

Program Overview

This course teaches students the art and science of ethical selling. Sales is about identifying needs, building trust, presenting solutions, and helping people make good decisions. It is one of the most valuable and honorable skills in business when practiced with integrity.

Students will learn to sell with confidence, clarity, and character, while grounding their approach in biblical principles of truth, service, persuasion, and stewardship. The course is highly practical with extensive role-playing, real conversations, and live projects.

Core Goals:

- Master the sales process from prospecting to closing and follow-up.
- Develop strong listening, communication, and relationship-building skills.
- Learn to sell ethically without manipulation or pressure.
- Understand how sales connects with marketing and operations.
- Build resilience and confidence in rejection and objection handling.
- Apply a biblical worldview to persuasion, value creation, and service.

Course Length: One full academic year (or intensive semester)

Format: Lessons, role-playing, real-world practice, guest sales professionals, and major projects.

Curriculum Outline

Quarter 1: Foundations of Sales

- What Sales Really Is and Why It Matters
- The Biblical View of Selling and Service
- Understanding Buyer Psychology and Needs
- Building Trust and Rapport
- The Sales Process Overview
- Prospecting and Lead Generation Basics

Project: Interview local business owners about their sales experiences.

Quarter 2: Core Sales Skills

- Active Listening and Asking Good Questions
- Presenting Solutions and Value
- Storytelling in Sales
- Handling Objections with Grace and Logic
- Closing Techniques Done Ethically
- Product Knowledge and Preparation

Project: Role-play multiple sales scenarios and record sessions for self-review.

Quarter 3: Advanced Sales Techniques

- Negotiation and Win-Win Outcomes
- Selling in Different Environments (in-person, phone, online)
- Follow-up Systems and Customer Relationship Management
- Building Long-term Customer Loyalty
- Sales Ethics and Avoiding Common Pitfalls

- Team Selling and Collaboration

Project: Conduct real sales conversations (with permission) for a micro-business or school project.

Quarter 4: Sales Strategy and Mastery

- Building a Personal Sales System
- Sales Forecasting and Goal Setting
- Integrating Sales with Marketing and Operations
- Scaling Sales Efforts (hiring, systems, automation)
- High-Performance Habits for Sales Professionals
- Developing a Biblical Philosophy of Selling

Capstone Project: Students create and execute a complete Sales Plan for their own business idea or chosen venture. This includes target customers, sales script, objection handling, follow-up system, goals, and a personal statement on ethical selling.

Key Skills Developed

- Persuasive communication and storytelling
- Objection handling and negotiation
- Active listening and empathy
- Resilience and emotional intelligence
- Sales pipeline management
- Ethical decision making under pressure

Biblical Integration

Throughout the course, students will examine:

- Serving others as the heart of sales (Mark 10:45)
- Speaking truth and rejecting deception (Proverbs 12:22)
- Diligence and excellence in work (Proverbs 22:29)
- Generosity and building genuine relationships
- The difference between manipulation and honest persuasion

Assessment

- Weekly reflections and role-play evaluations
- Quizzes on sales techniques and ethics
- Recorded sales conversations and feedback
- Major projects and presentations (heavily weighted)
- Final Sales Plan (Capstone)

This Sales course at Wisdom Worth Having equips 13+ year olds with one of the most transferable and powerful skills in business while training them to sell with honesty, courage, and Christ-like character.