This course of study is designed to help you complete the Sales and Sales Management Portfolio assessment. Your competence will be assessed as you complete this performance task. Depending on your educational background and work experience, this course of study can take up to six weeks to complete. Following this document sequentially is an important part of your assessment preparation. This tool is also designed to help you become an independent learner by providing multiple learning methods. Consult with your mentor if you wish to accelerate your progress through this course of study.

Introduction

Welcome to the Sales and Sales Management Portfolio Course of Study! This is one of your culminating performance assessments in your undergraduate business degree; it provides you the opportunity to document and demonstrate various competencies you have developed. Certainly in today’s business environment there is a real need for the ability to communicate your strengths and competencies to employers, either in searching for new positions or in seeking advancement with current employers. An effective portfolio is clearly a tool that has value today—and that is just what you are going to work on in this course of study.

Overview

This course of study is designed to prepare you for the Sales and Sales Management Portfolio, a performance assessment consisting of five separate sections. The portfolio should be completed during your last academic term. This assessment focuses on developing a business portfolio containing a "strengths" essay, a career outlook report, a "reflection" essay, a résumé, and a set of exhibits that support your strengths in the work place.

The five sections included in the Sales and Sales Management Portfolio will be compiled and submitted as one task for grading. Although there is only one task in TaskStream for the portfolio, you will upload multiple documents into the task to be graded.

Your final Sales and Sales Management Portfolio will be an asset to you in your current and future professional endeavors.

Outcomes and Evaluation

There are no new competencies associated with this course of study. You will be evaluated on the portfolio you create as part of this course of study.

Course Instructor Assistance

As you prepare to demonstrate competency in this subject, remember that course instructors stand ready to help you reach your educational goals. As subject matter experts, mentors enjoy and take pride in helping students become reflective learners, problem solvers, and critical thinkers. Course instructors are excited to hear from you and eager to work with you.

Successful students report that working with a course instructor is the key to their success. Course instructors are able to share tips on approaches, tools, and skills that can help you apply the content you’re studying. They also provide guidance in assessment preparation.
strategies and troubleshoot areas of deficiency. Even if things don't work out on your first try, course instructors act as a support system to help you prepare for another attempt. You should expect to work with course instructors for the duration of your coursework, and you are encouraged to contact them as soon as you begin. Course instructors are fully committed to your success!

Preparing for Success

In order to successfully complete the Sales and Sales Management Portfolio Course of Study, you need the appropriate resources to support your learning. The various learning resources included in this course of study are essential for your success, as they will provide the necessary knowledge to complete the required portfolio tasks.

After completing this section's activities, you should have

- accessed the course of study message board,
- logged in to SkillSoft,
- established a notebook or decided to use the course of study "Notes" feature, and
- discussed TaskStream enrollment with your mentor.

Your Learning Resources

Enroll in or order the learning resources for this course as early as possible so as to give them time to arrive and give you enough time to become familiar with them.

Automatically Enrolled Learning Resources

You will be automatically enrolled at the activity level for the following learning resources. Simply click on the links provided in the activities to access the learning materials.

Ebook Central E-Books

The following textbooks are available to you as e-texts within this course of study. You will be directly linked to the specific readings required within the activities that follow.


EBL e-books can be downloaded to your computer or mobile device. Follow the instructions to download your e-books for offline access.

*Note: These e-texts are available to you as part of your program tuition and fees, but you may purchase hard copies at your own expense through a retailer of your choice. If you choose to do so, please use the ISBN listed to ensure that you receive the correct edition.*

SkillSoft and Books 24x7

You will access SkillSoft items at the activity level within this course of study. For more information on accessing SkillSoft items, please see the “Accessing SkillSoft Learning Resources” page.

Additional Preparation
There are many different learning tools available to you within your course of study in addition to the learning resources already discussed. Take the time to familiarize yourself with them and determine how best to fit them into your learning process.

Discuss TaskStream Enrollment with Your Mentor

At the end of this course of study, you will need to submit your completed assessment in TaskStream to demonstrate your competence. In order to submit your work, you will need to be enrolled in TaskStream. Students who finish Education Without Boundaries in any month and successfully matriculate will have their TaskStream accounts created by the 15th of the following month. TaskStream will automatically send an e-mail to you with your account information. This e-mail will also include log-in information. Additional information on TaskStream can be found in the Student Portal on the "Resources" tab at the bottom of the page. Contact your mentor to go over these TaskStream processes and requirements.

The "Strengths" Essay

The activities for this section will help prepare you to write the "strengths" essay for your Sales and Sales Management Portfolio.

Understanding your individual strengths will help you see how you match with any potential work or career possibilities. It will also allow you to focus more clearly on career goals that you will feel confident in pursuing.

It is beneficial for individuals to develop a strengths analysis in which personal strengths can be assessed in relation to a chosen career.

Resources
Your study of this topic includes resources from

- your *The Career Portfolio Workbook* textbook,
- SkillSoft,
- the Sales and Sales Management Capstone and Portfolio Message Board.

Be sure to utilize each of these resources, as they provide a broad range of viewpoints on the topics you will need to master in order to develop and write your "strengths" essay for your Sales and Sales Management Portfolio.

"Strengths" Essay: Concepts

What individual strengths are needed to be successful in your chosen career?

Understanding the strengths that are required for you to be successful in your career field and understanding how your strengths compare to those are both critical to your success in your chosen field.

This is your opportunity to develop your understanding of this topic as well as apply these principles to a real-world setting, including your own career and employment.
Overview
Once you have completed this section, you should be able to

- evaluate your strengths,
- discuss the importance of a strengths essay, and
- discuss the occupational profile for your chosen career.

What Is a Career Portfolio?

Read the following chapter from *The Career Portfolio Workbook*:

- Chapter 1 "What is a Career Portfolio?"

After reading the chapter, you should be able to answer the following questions:

- What are the key concepts covered in a career portfolio?
- What is a career portfolio?
- Who should use a career portfolio?
- What should a portfolio look like?
- How should a portfolio be used?

Note your answers in the course of study online "Notes" section or in your study notebook or journal.

Assembling Your Master Portfolio

Read the following chapter from *The Career Portfolio Workbook*:

- Chapter 2 "Assembling Your Master Portfolio"

After reading the chapter, you should be able to answer the following:

- What kinds of documents should you include in your final portfolio?
- How can you obtain new documents for your portfolio?

Examples of Portfolio Documents

Review the following from *The Career Portfolio Workbook*:

- "Examples of Portfolio Documents" on page 18 of Chapter 2 "Assembling Your Master Portfolio"

As you review these examples, make a list of potential portfolio documents you may be able to utilize for your final portfolio and record your list in the "Notes" section of your course of study or in your study notebook or journal.

The P.E.A.K.S. Categories

Review the P.E.A.K.S. (Personal characteristic, Experience, Accomplishment, Knowledge, Skill) categories in Chapter 1 "What Is a Career Portfolio?" of *The Career Portfolio Workbook*
textbook.

After reviewing the chapter, you should be able to answer the following:

- What is included in each of the P.E.A.K.S. (Personal characteristic, Experience, Accomplishment, Knowledge, Skill) categories?
- How can a P.E.A.K.S. assessment help you assess your strengths in relation to your chosen career?

After reviewing the P.E.A.K.S. categories in *The Career Portfolio Workbook* textbook, complete the P.E.A.K.S. measurement form in the "Appendix: Worksheets" to help you assess your strengths in relation to your chosen career.

**Evaluate Your Strengths and Weaknesses as a Leader**

Review the following article and evaluate your strengths and weaknesses as a leader.

- "[Evaluate Your Strengths and Weaknesses as a Leader](#)"

After reading the material in this website, you should be able to answer the following questions:

- How and where do you have influence?
- Where can you improve your people skills?
- Do you have a positive outlook or attitude?
- Do you see evidence of growth in your self-discipline?
- Do you have a proven track record of success in your chosen field?

**Occupational Profile**

Review the occupational profile for your chosen career at the U.S. Department of Labor, Employment, and Training Administration's [CareerOneStop website](#). You can access this by clicking "Browse Occupations" in the upper left-hand corner of the screen.

After reviewing the material on this website, you should be able to answer the following:

- What are beneficial strengths for your chosen career?

After reviewing the occupational profile for your chosen career utilizing the [CareerOneStop website](#), take notes on the information you found on your chosen career. This information will be valuable to you as you develop your "strengths" essay.

**SkillSoft Module: "Get Your Career on the Fast Track"**

Complete following SkillSoft module:

- [Managing Your Career: Getting on the Right Track](#)

After completing this SkillSoft module, you should be able to answer the following:
What are some strategies for successful in-house job changes?
What are the steps for creating and implementing a promotion plan?
Describe the benefits of having a promotion plan.
Describe strategies you can use to successfully ask for career advancing assignments.
What are some ways you can successfully move on to a different employer to keep your career on track?

Complete the Course Test at the end of the SkillSoft module. The Job Aids will assist you in creating and implementing a promotion plan, and deciding when it is time to move on from your current job. The following Job Aids are available within the module, under the “Resources” link:

- Four Steps for Creating and Implementing a Promotion Plan
- When Is it Time to Leave?

Note: You have the option to select “AutoPlay” from within General Settings to automatically advance through the module.

The Message Board

Check the message board for this course of study and post any questions you might have at this point.

Be sure to follow the questions and responses of other students and the advice of the course instructor on the message board.

Writing Your "Strengths" Essay

It is beneficial for individuals to develop a strengths analysis in which personal strengths can be assessed in relation to a chosen career. This is an opportunity for you to really think through and present what you see as your strengths in relation to potential employment/careers.

In an employment interview you are often asked to describe your strengths, so this essay provides practice in clearly identifying those positive areas. Job candidates who have the ability to assert their personal strengths in relation to their chosen career increase their potential for future employment.

Overview

Now is your opportunity to demonstrate the competence you have developed as you write a "strengths" essay identifying the beneficial strengths for your chosen career.

Once you have completed this section, you should be able to

- evaluate your top five strengths in relation to your chosen career and
- provide examples from your personal life, work, or school activities that support your evaluation.

Write Your "Strengths" Essay

Now that you have completed your study of the concepts necessary to do so, it is time to
demonstrate your knowledge by developing your own "strengths" essay for your portfolio.

Write an essay (suggested length of 1-2 pages) in which do the following:

- evaluate your top five strengths in relation to your chosen career.
- provide examples from your personal life, work, or school activities that support your evaluation.

Note: The instructions for your "strengths" essay appear in TaskStream as part A of the "Business Portfolio Instructions" (task) within the "Sales & Sales Management Portfolio" (assessment).

"Strengths" Essay: Concept Self Check

Check your completed "strengths" essay to ensure it meets the following requirements.

Be sure that your "strengths" essay

- provides a logical evaluation of your top five strengths in relation to your chosen career;
- gives appropriate examples from your personal life, work, or school activities that support your evaluation;
- contains work that is in correct APA format (if applicable); and
- uses effective sentence structure; solid vocabulary; accurate word choice; and no mechanical, grammar, or spelling errors.

The Career Outlook Report

The activities for this section will help prepare you to write the career outlook report for the Sales and Sales Management Portfolio. Knowing potential careers is a valuable tool in sorting through the many career possibilities ahead of you.

The career outlook report will allow you to analyze and review the various career paths you are interested in and sort through those with the most potential, which will allow you to focus your career search more effectively.

A career outlook report provides individuals with vital career information, such as salary range, employment outlook, types of positions, and required education.

Resources
Your study of this topic has included resources from

- your The Career Portfolio Workbook textbook,
- corresponding websites, and
- the Sales and Sales Management Capstone and Portfolio Message Board.

Be sure to utilize each of these resources, as they provide a broad range of viewpoints on the topics you will need to master in order to develop and write your career outlook report for your
Sales and Sales Management Portfolio.

**Career Outlook Report: Concepts**

During a recession, many careers that were once considered stable no longer possess such a positive career outlook.

Therefore, it is vital for job seekers to be educated on the current career outlook for their chosen career to help ensure that realistic career goals are pursued.

**Overview**

This exercise will help prepare you for the real-world application you will encounter as you apply for potential positions.

Once you have completed this section, you should be able to

- identify concepts associated with a career outlook report (e.g., such as salary range, employment outlook, types of positions, required education) and
- describe appropriate components of a targeted portfolio.

**Targeting Your Portfolio**

Read the following chapter from *The Career Portfolio Workbook*:

- Chapter 3 "Targeting Your Portfolio"

After reading the chapter, you should be able to answer the following questions:

- What does it mean to target a portfolio, and why you should do so?
- When should you create a targeted portfolio?
- How can you select items that will appeal to your target audience?
- How should you organize the items in your targeted portfolio?

**Using Informational Interviews to Perfect Your Portfolio**

Read the following chapter from *The Career Portfolio Workbook*:

- chapter 4 ("Using Informational Interviews to Perfect Your Portfolio")

After reading the chapter, you should be able to answer the following questions:

- What are informational interviews and why are they important?
- What key things can you learn from an informational interview?
- How can you identify and then contact the right people to interview?
- How do you conduct an informational interview?
- What homework should you do prior to informational interviews?

Chapter 4 of *The Career Portfolio Workbook* textbook provides a list of the types of people who might be particularly useful for informational interviews. Review this list and identify individuals.
in your current situation who may provide effective informational interviews.

**Career Outlook Report Websites**

Review the following websites to determine relevant career outlook information for your chosen career.

- [CareerOneStop](#)
- [Salary.com](#)
- [Jobweb](#)
- [The Ladders](#)
- [Dice](#)
- [The Wall Street Journal: Careers](#)
- [The United States Department of Labor](#)

After reading the material in these websites, you should be able to answer the following:

- What is the salary range for your chosen career?
- What is the employment outlook for your chosen career?
- What types of positions are available for your chosen career?
- What education is required for your chosen career?

As you review the above-mentioned websites, take notes on the relevant information for your chosen career.

**The Message Board**

Check the message board for this course of study, and post any questions you might have at this point.

Be sure to follow the questions and responses of other students and the advice of the course instructor on the message board.

**Writing the Career Outlook Report**

Now that you have completed your review of the resources for this section, you will write your career outlook report for your portfolio assessment.

This career outlook report will allow you to analyze and review the various career paths you are interested in and sort through those with the most potential, which will allow you to focus your career search more effectively. Remember that, a career outlook report provides individuals with vital career information, such as salary range, employment outlook, types of positions, and required education.

Individuals who have the ability to assess their career outlook in relation to their long-term goals will be at an advantage in a difficult job market.

**Overview**

This exercise provides you the opportunity not only to demonstrate the competence you have
gained, but also to participate in a preparatory exercise for future career endeavors.

Once you have completed this section, you should be able to

- provide a precise summary of your specific career field of interest and
- provide appropriate information, such as salary range, employment outlook, types of positions available, and education required for your chosen career.

**Write a Career Outlook Report**

Now that you have completed your study of the concepts necessary to develop an appropriate career outlook report, it is time to demonstrate your knowledge by developing your own career outlook report.

Write a career outlook report (suggested length of 1-2 pages) in which you summarize a specific career field that interests you.

Be sure to provide information about that career, such as

- salary range,
- employment outlook,
- types of positions available, and
- education required.

*Note: The instructions for your career outlook report also appear in TaskStream as part B of the "Business Portfolio Instructions" (task) within the "Sales & Sales Management Portfolio" (assessment).*

**Career Outlook Report Concept Self Check**

Check your completed career outlook report to ensure it meets the following requirements.

You should ensure that your career outlook report

- provides a precise summary of your specific career field of interest;
- includes appropriate information such as salary range, employment outlook, types of positions available, and education required;
- contains work that is in correct APA format (if applicable); and
- uses effective sentence structure; solid vocabulary; accurate word choice; and no mechanical, grammar, or spelling errors.

**The "Reflection" Essay**

It is always helpful to look back on experiences and activities to glean what is really of value to you as you prepare to move forward. This can be especially beneficial in the career search-reviewing for yourself what has been of value to you and what you would hope to avoid in the future.
A “reflection” essay provides the opportunity for individuals to reflect on how past experiences have prepared them for their future career.

**Resources**
Your study of this topic includes resources from

- your *The Career Portfolio Workbook* textbook,
- corresponding websites, and
- the Sales and Sales Management Capstone and Portfolio Message Board.

Be sure to utilize each of these resources, as they provide a broad range of viewpoints on the topics you will need to master in order to develop and write your "reflection" essay for your Sales and Sales Management Portfolio.

"Reflection" Essay: Concepts
How have your past experiences prepared you for your current or future career?

Having the ability to appropriately reflect on this question will not only assist you in being a more competitive job candidate, but will also help you be a well rounded, contributing member in your current and future organizations.

**Overview**
The activities for this section will help prepare you to write your "reflection" essay for the Sales and Sales Management Portfolio.

Once you have completed this section, you should be able to

- describe appropriate components of a "reflection" essay,
- identify the advantages a portfolio can give you in an interview,
- utilize a portfolio during different stages of an interview, and
- describe ways your portfolio can be used in follow-up interviews and when responding to a job offer.

**Using the Portfolio to Get That Job**

Read the following chapter from *The Career Portfolio Workbook*:

- chapter 6 ("Using That Portfolio to Get That Job")

After reading the chapter, you should be able to answer the following:

- What should you achieve in a job interview?
- What advantages can a portfolio give you in an interview?
- How can you prepare yourself to use a portfolio in an interview?
- How can you use a portfolio during the different stages of an interview?
- How can you use your portfolio in follow-up interviews and when responding to a job offer?
Review the list of "Portfolio Do's and Don'ts" at the end of chapter 6. Based on the information provided in this list, is it appropriate to bring extra copies of the items included in your portfolio to leave with the interviewer?

**Reflective Essay Example**

Access and read the following reflective essay about beginning a career, located on the Economics Network website:

- "Beginning a Career in Higher Education".

Consider the reflective essay as an example for your own reflective essay.

After reviewing the website, you should be able to answer the following:

- What are appropriate components of a reflective essay?

As you review this reflective essay example, take notes on key points you want to include in your own reflective essay.

**The Message Board**

Check the message board for this course of study and post any questions you might have at this point.

Be sure to follow the questions and responses of other students and the advice of the course instructor on the message board.

**Writing The "Reflection" Essay**

Now that you have completed your review of the resources for this section, you will write your "reflection" essay for your portfolio assessment.

In any economy, it is critical for potential employees to differentiate themselves from other job candidates as they highlight past work and educational experiences that make them unique and appealing to employers.

A "reflection" essay will allow you to reflect on how your past experiences have prepared you for your future career.

**Overview**

Now is your opportunity to demonstrate the competence you have developed by writing a "reflection" essay for your business portfolio.

Once you complete this section, you should be able to

- appropriately reflect on how your past experiences have prepared you for a future in your workplace.

**Writing Your "Reflection" Essay**
Write an essay (suggested length of 3-5 pages) in which you reflect on how your education and past work and life experiences have prepared you for your future in the workplace.

Note: The instructions for your "reflection" essay also appear in TaskStream as part C of the "Business Portfolio Instructions" (task) within the "Sales & Sales Management Portfolio" (assessment).

"Reflection" Essay: Concept Self Check

Check your completed "reflection" essay to ensure it

- appropriately reflects on how your education and past work and life experiences have prepared you for a future in your workplace;
- contains work that is in correct APA format (if applicable); and
- uses effective sentence structure; solid vocabulary; accurate word choice; and no mechanical, grammar, or spelling errors.

The Resume

Today's world of submitting résumés online to job websites varies drastically from the processes job seekers adhered to 20 years ago. If your résumé makes it through the screening process for one of these job websites, it is estimated that potential employees have approximately 12 seconds to convince an employer to continue reading their résumé.

In such an environment, it is critical for job seekers to have a résumé that clearly and concisely highlights their unique qualifications.

Resources

Your study of this topic includes resources from

- your The Career Portfolio Workbook textbook,
- SkillSoft, and
- the Sales and Sales Management Capstone and Portfolio Message Board.

Be sure to utilize each of these resources, as they provide a broad range of viewpoints on the topics you will need to master in order to write your résumé for your Sales and Sales Management Portfolio.

Concepts of a Resume

A résumé is often the first impression an employer has of a potential employee; therefore, it is vital that a résumé is professional, organized, and clearly outlines a candidate’s relevant credentials.

Overview

The application of the concepts covered in this topic section are intended to aid you in creating an updated résumé that will contribute not only to the assessment of your business portfolio for this course, but also to help you in any future job opportunities.
Once you have completed this section, you should be able to

- describe the components of an effective résumé,
- list components of a P.E.A.K.S. resume,
- describe how a portfolio can help you achieve greater security in your current career, and
- identify what you should be able to achieve with your resume.

**Creating a Resume That Works With Your Portfolio**

Read the following chapter from *The Career Portfolio Workbook*, paying particular attention to tips on incorporating P.E.A.K.S. components into your résumé:

- chapter 5 ("Creating Résumés that Work with your Portfolio")

Take notes in the "Notes" section of your course of study or in your study notebook or journal.

After reading the chapter, you should be able to answer the following questions:

- What should you be able to achieve with your résumé?
- How can a P.E.A.K.S. formatted résumé help you to achieve your résumé goals?
- How can you create a "master résumé"?
- How can you target your résumé for a particular job?

In chapter 5 of your *The Career Portfolio Workbook* textbook, review the suggested content for a P.E.A.K.S.-formatted résumé. Does your current résumé contain some of these P.E.A.K.S. components? If not, what sections would you need to add to your résumé?

**Getting That Raise and Other Important Issues for Portfolios**

Read the following chapter from *The Career Portfolio Workbook*:

- chapter 7 ("Getting That Raise and Other Important Issues for Portfolios")

After reading the chapter, you should be able to answer the following questions:

- In addition to getting the job you want, what other purposes can a strong portfolio serve?
- How can an updated portfolio be helpful to you in your current organization?

After reading chapter 7 in your *The Career Portfolio Workbook* textbook, consider one additional way you could utilize your completed business portfolio in your current employment situation.

**Developing Your Portfolio to Protect and Advance Your Career**

Read the following chapter from *The Career Portfolio Workbook*:

- chapter 8 ("Developing Your Portfolio to Protect and Advance Your Career")

After reading the chapter, you should be able to answer the following questions:
• How can a portfolio help you achieve greater security in your present career?
• How can you position yourself to realize your career dreams?

**Tips for Creating a P.E.A.K.S. Resume**

Review the "Tips for Creating a P.E.A.K.S. Résumé" document located on the "Learning Resources" tab under the Sales and Sales Management assessment.

After reading the document, you should be able to answer the following:

- What are some tips for creating a P.E.A.K.S. résumé?
- What are the key components of a P.E.A.K.S. résumé?

**Sample Resume**

Review the sample résumés in your *The Career Portfolio Workbook* textbook.

After reviewing these sample résumés, you should be able to answer the following:

- What are the components of an appropriate résumé?
- What are the most effective ways to format and organize your résumé for the reader?

As you review the sample résumés in your *The Career Portfolio Workbook* textbook, take notes on résumés you find most effective for their purpose. Record your notes in the course of study "Notes" section or in your study notebook or journal.

What are tips you gathered from the sample résumés that you would like to incorporate into your own résumé?

**SkillPort: Books24x7**

For additional information on writing your résumé, access the SkillSoft Home Page. Using a key word search, search for books in Books24x7 using the following suggested keywords:

- Résumé writing
- Career

**The Message Board**

Check the message board in the course of study, and post any questions you might have at this point.

Be sure to follow the questions and responses of other students and the advice of the course instructor on the message board.

**Writing Your Resume**

Now that you have completed your review of the resources for this section, you will write your résumé for your business portfolio.

Remember that, in any economy, it is critical for potential employees to have an effective
résumé that will differentiate them from other job seekers.

**Overview**
Now is your opportunity to demonstrate the competence you have developed as you prepare an
updated résumé for your business portfolio.

Once you have completed this section, you should be able to

- write an effective resume.

**Write a Resume**

Write a résumé (no more than 3 pages in length).

Be sure that your résumé includes the necessary formatting to be viewed correctly in both
electronically and in printed forms.

*Note: The instructions for your résumé also appear in TaskStream as part D of the "Business Portfolio Instructions" (task) within the "Sales & Sales Management Portfolio" (assessment).*

**Resume Concept Self Check Activity**

Check your completed résumé to ensure that it

- is 1-3 pages long;
- includes the necessary formatting to be viewed correctly in both electronically and in printed forms;
- contains work that is in correct APA format (if applicable); and
- uses effective sentence structure; solid vocabulary; accurate word choice; and no mechanical, grammar, or spelling errors.

**The Exhibits**

The activities for this section will help you prepare the exhibits for the Sales and Sales Management Portfolio.

The exhibits in a professional portfolio provide an employer with additional evidence of a
candidate's skills or abilities.

**Resources**
Your study of this topic includes resources from

- your *The Career Portfolio Workbook* textbook and
- the Sales and Sales Management Capstone and Portfolio Message Board.

Be sure to utilize each of these resources, as they provide a broad range of viewpoints on the
topics you will need to master in order to compile appropriate exhibits for your Sales and Sales Management Portfolio.
Exhibit: Concepts
How can you differentiate yourself from other job candidates?

One way can be to include solid exhibits in your business portfolio. These exhibits can provide an employer additional evidence of a candidate’s skills and abilities.

Overview
As you develop your competence of the principles associated with appropriate exhibits, you will be creating a more solid Sales and Sales Management portfolio for your future use.

Once you have completed this section, you should be able to

- describe the creation and utilization of a digital portfolio,
- identify technical capabilities and constraints associated with different digital formats,
- list steps to compile a career portfolio in a short period of time, and
- identify appropriate exhibits to be included in a professional portfolio.

Digital Options for Your Portfolio and Resume

Read the following chapter from *The Career Portfolio Workbook*:

- chapter 9 ("Digital Options for Your Portfolio and Résumé")

After reading the chapter, you should be able to answer the following questions:

- How can you create and use digital portfolios?
- How can you present off-line digital portfolios?
- What are the pros and cons of having a web-based portfolio?
- What are the technical capabilities and constraints associated with different digital formats?

Portfolios on the Fly: Creating a Portfolio in a Few Hours

Read the following chapter from *The Career Portfolio Workbook*:

- chapter 10 ("Portfolios on the Fly: Creating a Portfolio in a Few Hours")

After reading the chapter, you should be able to answer the following questions:

- What are career portfolios and how can they help you achieve your next career goal?
- What are ten quick steps that will help you compile a career portfolio in a short period of time?

Chapter 10 of your textbook provides steps for individuals who want to quickly compile a portfolio. Based on these quick steps, what exhibits do you currently have on hand that you could incorporate into your portfolio?

Examples of Targeted Portfolios
Review the following found in Part II of your *The Career Portfolio Workbook* textbook:

- "Examples of Targeted Portfolios"

After reviewing these examples, you should be able to answer the following questions:

- What are the components of a targeted portfolio?
- Who is your portfolio trying to target?

After reviewing the examples of targeted portfolios in your textbook, whom have you identified as the target group for your own portfolio?

**Examples of Portfolio Documents**

Review the following in *The Career Portfolio Workbook*:

- "Examples of Portfolio Documents" on pages 18-20 of chapter 1 ("What Is a Career Portfolio?")

After reviewing these examples, you should be able to answer the following question:

- What are some examples of appropriate portfolio documents?

**The Message Board**

Check the message board in the course of study, and post any questions you might have at this point.

Be sure to follow the questions and responses of other students and the advice of the course instructor on the message board.

**Compiling Exhibits**

Now that you have completed your review of the resources for this section, you will compile your exhibits for your portfolio assessment.

The exhibits in a professional portfolio provide an employer with additional evidence of a candidate’s skills or abilities.

**Overview**

Now is your opportunity to demonstrate the competence you have developed as you compile appropriate exhibits for your business portfolio. These exhibits can be a distinguishing factor for job candidates in any economy, especially one that is downward-turned.

Once you have completed this section, you should be able to

- provide appropriate exhibits to be included in your professional portfolio.

**Compile Your Exhibits**
Provide five exhibits to include in your professional portfolio.

Examples may include:

- the executive summary from your capstone (no more than 1-2 pages in length),
- any artifact from your work experience so long as it applies directly to information that a potential employer would be interested in seeing (e.g., awards, certificates, letters of recommendation, performance evaluations, other evidence of outstanding work performance),
- any artifact from your university experience so long as it applies directly to information that a potential employer would be interested in seeing (e.g., transcripts, score reports, certificates, awards),
- a description of a work product, or
- any applicable projects or assignments completed to meet requirements in your degree program.

Note: The instructions for your exhibits also appear in TaskStream as part E of the "Business Portfolio Instructions" (task) within the "Sales & Sales Management Portfolio" (assessment).

Exhibits Concept Self Check Activity

Check your compiled exhibits to ensure that your work

- provides five appropriate exhibits,
- contains work that is in correct APA format (if applicable); and
- uses effective sentence structure; solid vocabulary; accurate word choice; and no mechanical, grammar, or spelling errors.

Final Review

Congratulations! You have now successfully completed the Sales and Sales Management Portfolio Course of Study.

From this culminating assessment, you have been able to demonstrate the competencies mastered throughout your entire degree program at WGU. In addition, this assessment has enabled you to complete a relevant exercise that will assist you in your current and future career opportunities.

Review of Major Points

As you prepare to complete your business portfolio and this course of study, you have had the opportunity to demonstrate your mastery of competencies gained through your entire degree at WGU.

This competence has been demonstrated as you have completed each of the following sections of the business portfolio:

- The "Strengths" Essay
- The Career Outlook Report
Once you have successfully completed each of the required sections of your Sales and Sales Management Portfolio, you will be compiling and reviewing your final documents so you can proceed with the submission in TaskStream.

**Finalize Your Document**

Review your completed business portfolio carefully in conjunction with the scoring rubric located in TaskStream to ensure you have covered each of the required components.

Complete the following to finalize your document:

- Review and organize required sections of your business portfolio.
- Run a spell check and correct all errors in the document.
- Check your formatting to make sure that you have used the same format throughout the document.
- Read your finalized business portfolio documents closely to ensure your sentences are clear and concise.
- If you used references, make sure that you cite them using APA style.

**Submitting Your Portfolio**

Your completed business portfolio is considered your performance assessment for this course.

Once you have reviewed your completed work and ensured you have included all of the requirements outlined in the rubric, submit your final business portfolio in Taskstream to be graded.

Follow these directions for accessing your performance assessments.

**Resubmission**

After a few days, check on the status of your task. If the grader did not give you a passing grade for your task you can review, revise, and resubmit with corrections. If there are any areas where you do not understand a concept, please check with the course instructor for assistance. If you do not pass the assessment within two tries, you will need to have the course instructor’s approval to try again.