



#8903

SO YOU WANT TO BE? SALESPERSON/VETERINARIAN

Grade Levels: 6-10

26 minutes

PYRAMID FILM & VIDEO 1999

DESCRIPTION

Young interviewers ask a salesperson and a veterinarian about job and skill requirements for their two professions. Both adults also relate some personal experiences and observations. Gives contact addresses for further information.

ACADEMIC STANDARDS

Subject Area: Working With Others

- ◆ Standard: Works well with diverse individuals and in diverse situations
 - Benchmark: Works well with the opposite gender
 - Benchmark: Works well with different ethnic groups
 - Benchmark: Works well with those of different religious orientations
 - Benchmark: Works to satisfy needs of customers
- ◆ Standard: Displays effective interpersonal communication skills
 - Benchmark: Uses nonverbal communication such as eye contact, body position, voice tone effectively

Subject Area: Life Work

- ◆ Standard: Makes general preparation for entering the work force
 - Benchmark: Analyzes a current job and its future possibilities

INSTRUCTIONAL GOALS

1. To characterize what a salesperson and a veterinarian do, and describe some activities which are involved in these careers.
2. To list school subjects which would be important for both careers, and why.
3. To study how to go about being a salesperson or veterinarian, and the difference between working as a salaried employee and working for oneself.
4. To stimulate critical thinking concerning career choices and how to reach career goals.

PART 1: SALESPERSON

BEFORE SHOWING

Ask the class to think about who helps them when they go into a store. These individuals are called salespeople. From personal experience, what do salespeople do?



AFTER SHOWING

Discussion Items and Questions

1. Refer to the “Before Showing” list. Did Ray Cole work in a store or in another type of sales? What does he do in his job?
2. Mr. Cole is a director of sales and marketing. Who else works in his office? What does a customer service/salesperson do?
3. What does Mr. Cole think are the most important school subjects to prepare for being a salesperson? Is a college degree required for a sales career?
4. Why is being a good listener important in sales and school? How can one become a better listener?
5. Why does Mr. Cole call sales a “science”? How does he characterize it? Why does he think a good salesperson—and a good person—always tells the truth?
6. What does Mr. Cole tell the customer service representative to do in order to make more sales? Is this good advice in other work, too?
7. What kind of homework does a salesperson need to do?
8. What is Mr. Cole’s ladder to success? How can this be applied to schoolwork, hobbies, sports, other careers?
9. How did Mr. Cole dress? How can the way you dress affect how successful you are in your job? Does it also affect how others relate to you at school and home?
10. What is *inventory*? How is it related to the number of sales a company makes? What is *bartering*? How is it a kind of sale?
11. What is a *cold call*? How is it different from a call to a current customer, and how does Mr. Cole handle it differently?
12. Why is it important to know the expectations and requirements of the career in which you are interested?

Applications and Activities

1. Find out where Mr. Cole’s homeland of Jamaica is, the major products Jamaica sells, and to whom.
2. Set up a store in one part of the classroom. Bring in items that could be used to be sold to prospective buyers. Have students take turns role-playing being a salesperson and a buyer. Encourage students to develop a sales pitch.

PART 2: VETERINARIAN

BEFORE SHOWING

Ask the class if anyone has a pet and has ever taken it to the vet. What did the vet do? Indicate that this video will show all the things a veterinarian does in a day.



AFTER SHOWING

Discussion Items and Questions

1. What is Dr. Guitar's day like? What kinds of animals does he treat? What does he like most about his job?
2. What kind of education do you need to be a veterinarian? Are computers important in veterinary work?
3. Why is it important to know the expectations and requirements of the career in which you are interested?
4. How are veterinary and people medicine similar? Different? Which one interests you? How can a young person get started toward the goal of being a vet?
5. Do people and animals get the same diseases? How can you tell if an animal is sick?
6. Not all veterinarians work with large or exotic animals; some work only with domestic pets such as cats, dogs, birds and hamsters. Do you think you need different education to work with different animals?
7. Why is there a lot of reading in veterinary work?
8. What's the difference between a wild animal and a domestic one? Can wild animals be domesticated?
9. What other kinds of jobs are available in working with animals?

Applications and Activities

1. Research some different types of jobs that deal with animals and report about what the people do and how they prepare themselves for the work.
2. The video says that the first records of veterinary care are over 4,000 years old and come from ancient Egypt. Research the role of animals in ancient Egypt, particularly cats which were considered sacred.
3. Try to visit a veterinarian, or have a vet come to class with a few small animals. Be prepared with appropriate questions for the doctor.

RELATED RESOURCES



Captioned Media Program

- Careers for the 21st Century: Marketing and Sales Occupations #8809
- Careers for the 21st Century: Medicine and Related Occupations #8814
- So You Want to Be? Teacher/Make-Up Artist #8904

World Wide Web



The following Web sites complement the contents of this guide; they were selected by professionals who have experience in teaching deaf and hard of hearing students. Every effort was made to select accurate, educationally relevant, and “kid-safe” sites. However, teachers should preview them before use. The U.S. Department of Education, the National Association of the Deaf, and the Captioned Media Program do not endorse the sites and are not responsible for their content.

- **AMERICA'S JOB BANK**

<http://www.ajb.org/>

Select a job title, enter in your zip code, and find available jobs in your area, salaries, and education requirements.

- **MORE ABOUT AVMA & VETERINARIANS**

<http://www.avma.org/care4pets/avmamore.htm>

From the American Veterinary Medical Association site, explains what a veterinarian is, helps you with your decision if you're interested in a career in veterinary medicine, and has a “kids” link.