

Open Awards Qualification Unit



Form OAQU

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1 Unit Details

Unit Title:	Principles of Presentations and Demonstrations in Sales
QAC Code:	D/506/3402
Level:	Level 2
Credit Value:	2
Minimum GLH:	15

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand how to prepare for a sales presentation or demonstration	1.1 Describe how organisational sales strategies, plans and activities are relevant to the presentation/demonstration
	1.2 Describe how the presentation/demonstration is intended to help meet sales targets
	1.3 Describe the features and benefits of the products and/or services to be promoted
	1.4 Explain how to set up the venue and equipment to be used for the presentation/demonstration
2. Understand how to deliver a sales presentation or demonstration	2.1 Explain how to identify an audience's wants, needs and likely interests
	2.2 Explain how to deliver a presentation/demonstration in a way that meets an audience's information needs and captures and retains their attention
	2.3 Explain the importance of anticipating and meeting problems, constraints and objections
	2.4 Explain why it is important to provide an audience with opportunities to raise questions and objections

	2.5	Explain how gaining commitment contributes to the achievement of a sale
3. Understand the role of evaluating sales presentations/demonstrations	3.1	Describe how the effectiveness of sales presentations/demonstrations is evaluated
	3.2	Explain how evaluative information is used to contribute to enhanced sales performance