

# Open Awards Qualification Unit



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## 1 Unit Details

Unit Title:	Understanding Selling within a Business Venture
Unit Reference Number:	F/507/5316
Level:	Level 2
Credit Value:	3
Minimum GLH:	28

## 2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand the features of products/services	1.1 Explain the features of a product/service
2. Understand the benefits of products/services	2.1 Analyse the benefits to customers of a product/service
3. Know the target customers of businesses	3.1 Identify target customers for a specific start-up business venture
4. Understand how to gain and keep customers	4.1 Explain how to attract customers and increase a customer base
	4.2 Explain how to retain existing customers
5. Understand sales methods for businesses	5.1 Identify methods used to sell a product or service
	5.2 Explain the sales methods to be used for a specific start-up business venture
6. Understand sales techniques	6.1 Explain ways to create rapport with customers
	6.2 Explain ways to negotiate with customers
	6.3 Explain how to close a sale
7. Understand how to overcome possible customer objections	7.1 List possible objections that a customer may have
	7.2 Explain how to overcome possible objections from customers