

Open Awards Qualification Unit



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1 Unit Details

Unit Title:	The Sales Cycle
Unit Reference Number:	K/507/5309
Level:	Level 2
Credit Value:	2
Minimum GLH:	16

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand the sales cycle	1.1 Describe the 'Ten-Stage Sales Cycle'
2. Understand how marketing supports the sales cycle	2.1 Explain the relationship between marketing and the sales cycle
	2.2 Describe the components of the marketing formula known as 'The Seven Ps'
3. Understand the relationship between the sales cycle and the achievement of sales targets	3.1 Describe different timings of stages in the sales cycle
	3.2 Describe two methods which can be used to shorten the sales cycle in order to achieve sales targets