

Open Awards Qualification Unit



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1 Unit Details

Unit Title:	Generating and Qualifying Sales Leads
Unit Reference Number:	H/507/5308
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 the practices, legislation, regulation and codes of practice that relate to generating and qualifying sales leads	1.1 Describe the organisational practices for acquiring contact lists and databases
	1.2 Describe the practices relating to the sharing of customer information across the organisation
	1.3 Identify the legislation and regulation relating to generating and qualifying sales leads
	1.4 Explain the ethical codes of conduct relating to the generating and qualifying of leads
2. Understand the process of generating and qualifying sales leads	2.1 Explain why and when different methods of contacting a prospect should be used
	2.2 Explain how to identify and access key decision makers
	2.3 Explain the importance of establishing buying needs.
	2.4 Explain the importance of establishing the contact's attitude to buying
	2.5 Explain how the information provided by customers is assessed for potential up selling and cross selling

	2.6	Explain how to identify customers who have high order value potential or up selling and cross selling opportunities
3. Be able to prospect for customers	3.1	Identify the target market customers and prospects according to the agreed criteria
	3.2	Source and gather market and prospect information according to the agreed criteria
	3.3	Qualify the sales contact according to the agreed criteria
	3.4	Record details of sales contact in accordance with organisational procedures