

Open Awards Qualification Unit



Form OAQU

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1 Unit Details

Unit Title:	Understanding How to Sell a Product or Service
QAC Code:	L/506/3413
Level:	Level 2
Credit Value:	2
Minimum GLH:	14

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Know how to assess the market for his/her product or service	1.1 Define his/her product or service
	1.2 Identify who his/her potential customers might be
	1.3 Identify the methods that could be used to conduct market research
	1.4 Identify the features of his/her product/service that meet potential customer need or interest
2. Know how to promote the features and benefits of his/her product or service	2.1 Describe how his/her product or service could be marketed to potential customers
	2.2 Identify a Unique Selling Point for his/her product or service
	2.3 Describe the appropriate methods to sell his/her product or service
3. Be able to plan for future sales	3.1 Produce an action plan for taking his/her product to market