

Open Awards Qualification Unit



This unit forms part of a regulated qualification.

1 Unit Details

Unit Title:	Communication Skills in Sales
Unit Reference Number:	Y/506/3155
Level:	Level 1
Credit Value:	1
Minimum GLH:	10

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand verbal and non-verbal forms of communication when dealing with customers	1.1 State the differences between verbal and non-verbal communication
	1.2 List three examples of non-verbal communication
	1.3 State the importance of explaining jargon, technical terms or abbreviations to customers
2. Understand how and when to use different types of questioning	2.1 State how and when to ask an open question
	2.2 State how and when to ask a closed question
	2.3 State how and when to ask a probing question
3. Understand active listening and why it is important in sales	3.1 State how to demonstrate to the customer that you are listening
	3.2 Explain why active listening is important in selling
	3.3 State how to confirm that customers have understood the information communicated