

Open Awards Qualification Unit



Form OAQU

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1 Unit Details

Unit Title:	Understanding the Sales Cycle
QAC Code:	R/506/3154
Level:	Level 1
Credit Value:	3
Minimum GLH:	30

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Know the pre-sale stage of the sales cycle	1.1 State how to prospect to find customers
	1.2 State how to make appointments
	1.3 Describe how to prepare self and materials for the sale
2. Know the sale stage of the sales cycle	2.1 Describe how to greet and form rapport on contact with a customer
	2.2 Describe how to identify customer needs and wants
	2.3 State how to present the features and benefits of a product and / or service to meet customer needs and wants
	2.4 Describe how to handle objections and respond to queries
	2.5 Describe methods for closing sales and securing orders
3. Know the post-sale stage of the sales cycle	3.1 State how to process the order
	3.2 Describe how to follow up with the customer