Qualification Unit

This unit forms part of a regulated qualification.

Unit Title: Telesales

Unit Reference Number: Y/506/3396

Level: Two (2)

Credit Value: Five (5)

Minimum Guided Learning Hours: 40

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Be able to prepare for the sales call	1.1 Organise resources needed for the sales call
	1.2 Plan responses to recognised sales objections
	1.3 State own limits of authorisation in negotiation
2. Be able to establish a rapport with the customer	2.1 Greet and establish a rapport with the customer in accordance with the organisation's procedure
3. Be able to identify customer requirements	3.1 Identify customer requirements through the use of questioning and active listening
	3.2 Confirm customer requirements by summarising their buying needs and interests
	3.3 Ask further questions to identify any additional requirements
4. Be able to present products/services to the customer	4.1 Outline the features and benefits of own products/services that meet the customer's requirements
	4.2 Communicate unique selling points to the customer
	4.3 Provide the customer with the opportunity to fully discuss and assess features and benefits of products/services

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5.	Be able to deal with sales objections over the phone	5.1	Use questioning techniques to explore customer objections
		5.2	Use knowledge of products/services in order to resolve customer objections
		5.3	Identify potential trade-offs that will be mutually beneficial to the customer and to own organisation
		5.4	Confirm with the customer that their objections have been overcome
6.	Be able to progress the sale	6.1	Identify verbal and non-verbal buying signals as indications of whether or not to move towards closing the sale
		6.2	Confirm with the customer that the product/services identified meet their needs
		6.3	Comply with company procedures for up-selling, cross-selling and selling of add-ons
7.	Be able to close the sale	7.1	Perform a trial close to establish whether or not further objections exist
		7.2	Close the sale by gaining the commitment of the customer

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