

Open Awards Qualification Unit



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1 Unit Details

Unit Title:	Understanding Sales Techniques and Processes
QAC Code:	F/506/3411
Level:	Level 2
Credit Value:	5
Minimum GLH:	40

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand the sales cycle	1.1 Describe the characteristics of the sales cycles
	1.2 Explain how the different stages of the sales cycle affects the approach to the sale
	1.3 Describe the uses of the sales cycle in structuring and progressing sales contacts
2. Understand the buyer decision-making process	2.1 Describe an organisation's procedures for dealing with buyers
	2.2 Explain how buyer behaviour affects the achievement of targets
	2.3 Explain the distinction between customer wants and needs
	2.4 Explain the difference between consumer buyer decision-making and business- to business decision making
	2.5 Describe the pressures on customers that influence their buying behaviour
3. Understand how to generate and qualify sales leads	3.1 Explain how to segment customers
	3.2 Explain how to target market customers and prospects

	3.3	Describe how to source and gather information about the market and the prospect
	3.4	Explain the process for qualifying the sales contact
	3.5	Explain the importance of accurate record keeping
4. Understand how to sell by inbound telephone call	4.1	Explain the characteristics, advantages and disadvantages of inbound telephone selling
	4.2	Explain the characteristics of reactive selling
	4.3	Describe the verbal, listening and questioning techniques that are most suited to telephone selling
	4.4	Describe how to manage customer behaviour during inbound calls
	4.5	Describe how to interpret the customer's reaction as the sale progresses during inbound calls
	4.6	Describe how to involve the customer in closing the sale during inbound calls
5. Understand how to sell by outbound telephone call	5.1	Describe the preparations to be made prior to telephone selling
	5.2	Explain the characteristics, advantages and disadvantages of outbound telephone selling
	5.3	Explain the characteristics of proactive selling
	5.4	Describe how to manage customer behaviour during outbound calls
	5.5	Describe how to interpret the customer's reaction as the sale progresses during outbound calls
	5.6	Describe how to involve the customer in closing the sale during outbound calls
6. Understand the principles of selling face to face	6.1	Explain the characteristics, advantages and disadvantages of face to face selling
	6.2	Explain the importance of preparing for the contact
	6.3	Describe the stages of selling face to face
	6.4	Describe how to manage customer behaviour during face to face sales contacts
	6.5	Describe how to interpret the customer's reaction as the sale progresses during face to face contacts

	6.6	Describe how to involve the customer in closing the sale during face to face contact
7. Understand how to close a sale	7.1	Explain how to overcome objections
	7.2	Explain how to identify verbal and non-verbal buying signals
	7.3	Explain how to overcome barriers to closing the sale
	7.4	Explain how to identify further potential add-on, up-selling or cross-selling opportunities prior to closing the sale
	7.5	Describe different methods of closing sales
8. Understand how to process sales orders	8.1	Describe the process for ordering products and/or services
	8.2	Describe an organisation's payment methods
	8.3	Describe the requirements of customer credit checks
	8.4	Explain the role of the despatch function
	8.5	Describe order completion service standards
	8.6	Describe the importance of discounts and special offers
	8.7	Describe the importance of keeping the customer informed of developments relating to their order