

# Open Awards Qualification Unit



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## 1 Unit Details

Unit Title:	Understand how to Market and Sell a Product or Service
Unit Reference Number:	A/507/5315
Level:	Level 2
Credit Value:	3
Minimum GLH:	24

## 2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand the market, its customers and stakeholders	1.1 Develop a questionnaire to gather market information from the proposed enterprise's customers and stakeholders
	1.2 Evaluate the results from the questionnaire in order to make decisions
2. Understand how to promote and sell a product or service	2.1 Get advice on different ways of promoting a product or service to determine the best option(s) to maximise sales/service
	2.2 Identify the costs for providing the product or service
	2.3 Draw up an action plan for promoting and selling a product or service ensuring that all laws and regulations are met
3. Understand methods of customer care and after sales service	3.1 Describe methods of caring for the customer and ensuring effective after-sales service
	3.2 Describe how to evaluate customer feedback for product or service improvements