

Qualification Unit

This unit forms part of a regulated qualification.

Unit Title: Understanding the Retail Selling Process

Unit Reference Number: J/615/8627

Level: One (1)

Credit Value: Two (2)

Minimum Guided Learning Hours: 15

| Learning Outcome (The Learner will): | Assessment Criterion (The Learner can): |
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| 1. Understand the selling process | 1.1 Identify the key steps of the selling process |
| | 1.2 Outline the key skills and qualities required of successful sales staff |
| 2. Understand how to find out what the customer wants | 2.1 State when and how to acknowledge, greet and approach customers |
| | 2.2 State how to find out what customers want |
| 3. Understand how product information can be used to promote sales | 3.1 List common concerns a customer may have when buying a product |
| | 3.2 State how providing information about the product can increase its attractiveness to the customer |
| | 3.3 Describe the difference between the features and benefits of products |
| | 3.4 Identify basic rules for demonstrating products to customers |
| | 3.5 State where to obtain different types of product information |