Open Awards Qualification Unit

This unit forms part of a regulated qualification. Click here to view qualifications.

1 Unit Details

Unit Title:	Understanding the Retail Selling Process
Unit Reference Number:	D/615/9461
Level:	Level 2
Credit Value:	2
Minimum GLH:	15

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand the five steps of the selling model	1.1 Outline the five steps of the selling model
	1.2 Explain why an effective rapport needs to be created with customers
	1.3 Explain the importance of effective questioning to the sales process
	1.4 Explain how linking benefits to product features helps to promote sales
	1.5 Explain why products must be matched to customers' needs
	1.6 Explain the importance of closing the sale
2. Understand how questions are used to identify customers' needs	2.1 Define 'open' and 'closed' questions and state the purpose of each in the selling process.
	2.2 Define what is meant by 'probing' questions and stet the purpose of these in the selling process
	2.3 Identify questions which can be used to establish sales opportunities
3. Understand the benefits and uses of product knowledge	3.1 Explain how comprehensive and up-to-date product knowledge can be used to promote sales
	3.2 Describe how the features and benefits of

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		products can be identified and matched to customers' needs
	3.3	Describe a range of methods for keeping product knowledge up-to-date
4. Understand how sales are closed	4.1	State what is meant by a 'buying signal' and describe the main buying signals the salesperson needs to look for
	4.2	Describe the main ways of closing sales

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