

Open Awards Qualification Unit



This unit forms part of a regulated qualification.

1 Unit Details

Unit Title:	Demonstrate Products to Customers in a Retail Environment
QAC Code:	R/615/9585
Level:	Level 2
Credit Value:	3
Minimum GLH:	15

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand how product demonstrations can help to increase sales	1.1 Explain the importance of knowing the difference between the 'features' and 'benefits' of products when demonstrating them
	1.2 Explain how demonstrating the features and benefits of products can help to promote and sell them
	1.3 Explain the importance of organising product demonstrations into logical steps and stages
2. Be able to make the preparations needed to ensure a safe and efficient product demonstration	2.1 Take the necessary safety precautions before, during and immediately after demonstrating products
	2.2 Perform checks to ensure that all the equipment and products needed for the product demonstration are to hand before starting the demonstration
3. Be able to communicate to customers the features and benefits of the products being demonstrated	3.1 Demonstrate products: <ul style="list-style-type: none"> • in a logical sequence of steps and stages • ensuring that all the product features and benefits the demonstration is intending to highlight are covered

	3.2	Provide accurate supporting commentary as needed that explains to customers the features and benefits of the product being demonstrated
4. Be able to tidy the demonstration area when a product demonstration is finished	4.1	Explain the importance of tidying the demonstration area when the product demonstration is finished
	4.2	Clear equipment and products away after the product demonstration is finished in line with organisational procedures