

Open Awards Qualification Unit



This unit forms part of a regulated qualification.

1 Unit Details

Unit Title:	Help Customers to Choose Products in a Retail Environment
Unit Reference Number:	M/615/9805
Level:	Level 2
Credit Value:	5
Minimum GLH:	30

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand the importance of focusing on the individual customer's requirements	1.1 Explain the importance of customer confidence and loyalty to the business
	1.2 Explain the importance of focusing on the product features and benefits that interest the individual customer
2. Know how sales are confirmed with the customer and closed	2.1 Describe how to recognise buying signals
	2.2 Describe techniques for closing the sale
3. Be able to find out what products customers may be interested in buying	3.1 Use questioning techniques to ask customers questions to find out: <ul style="list-style-type: none"> a) what they are looking for b) which product features and benefits interest them
4. Be able to help customers to choose the products that best meet their needs	4.1 Describe relevant product features and benefits accurately in ways that attempt to help customers to differentiate between products
	4.2 Give customers the opportunity to evaluate products and ask questions
	4.3 Respond to customers' questions in ways that attempt to encourage sales and promote goodwill

5. Be able to close sales

5.1 Confirm customers' buying decisions

5.2 Use questioning techniques to ascertain whether customers need any associated or additional products

5.3 Explain to customers any customer rights that apply to their purchases

5.4 Ensure that customers know where to pay for their purchases