

# Open Awards Qualification Unit



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## 1 Unit Details

Unit Title:	Understanding Sales Targets
Unique Reference Number	K/615/9706
Level:	Level 2
Credit Value:	2
Minimum GLH:	13

## 2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand how sales targets are calculated	1.1 Describe the process for forecasting sales and setting sales targets
	1.2 Describe the factors that affect the setting of sales targets
	1.3 Explain the volume and value of the sales required to meet target figures
	1.4 Explain the pricing structure for products and/or services to meet sales targets
	1.5 Describe a formula for calculating sales values over a period of time
2. Understand the use of sales targets	2.1 Explain the importance of sales targets for performance purposes
	2.2 Explain how past sales targets can inform the setting of future targets
3. Understand how to collect sales-related data	3.1 Describe the potential sources of sales-related data
	3.2 Explain the data collection methods for obtaining quantitative and qualitative information
	3.3 Describe how data can be used to support sales activities

4. Understand how to evaluate sales performance

4.1 Describe how to monitor sales performance against targets

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4.2 Explain how to evaluate performance against targets

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4.3 Describe the factors that can cause variances of performance from target

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4.4 Describe the actions to be taken if sales targets are not met