

Summary

This qualification offers learners an introduction to sales and the basic principles of sales techniques.

Learning Outcomes

To be successful in this qualification a learner must have the knowledge to be able to:

1. Explain the differences between sales and marketing and how they are dependent on each other.
2. Demonstrate an understanding of the importance of sales to the organisation.
3. Understand how to communicate effectively within a sales setting.
4. Identify how consumer behaviour affects the selling process.
5. Describe a range of basic selling techniques appropriate to a range of organisations.

Expectation of Successful Learners

The qualification is a knowledge-based qualification. Successful learners will have knowledge of sales and the principles of basic sales techniques. The qualification does not develop or assess actual competence in sales activities.

Successful learners will need to practice real-life situations in context under close supervision in the workplace. There should be no assumption of actual competence on completion of this qualification.

A statement from City & Guilds has been added into the learner pack (page 7) to ensure that it is clear what the learner can expect from the qualification.

Content

Section One - The Theory of Selling

Aims

At the end of this section learners should be able to:

- Describe the difference between marketing and sales.
- Demonstrate an understanding of the benefits of the selling function to the organisation.
- Explain the links between sales, customer service and profitability.

Indicative Content

- 1.1 Provide an overview of the function of marketing and its relationships with sales, including its role in meeting customer needs and expectations and how the function of marketing drives the approach to sales.
- 1.2 Describe the function and process of selling and show how it supports marketing through providing customers with a way to purchase products and services, through a variety of different methods.
- 1.3 Explain the links between customer service, selling and profitability and consider how strong customer service acts as a selling tool and aids profitability.
- 1.4 Describe the different stages in the selling cycle – Pre-sale, Sale and Post-Sale.

Section Two – Understanding the Customer

Aims

At the end of this section learners should be able to:

- Explain the stages a customer goes through in order to make a buying decision.
- Demonstrate an understanding of customer requirements in a variety of selling situations.
- Use a range of different question techniques to understand customer needs.

Indicative Content:

- 2.1 Explain the process a customer goes through in order to make a buying decision; recognition of the need; information search; evaluating alternatives; making the purchase decision; post-purchase feelings.
- 2.2 Recognise the difference between features and benefits in selling situations.
- 2.3 Describe the different motives that people have for buying products and services.
- 2.4 Explain different ways of asking questions to help understand customer needs: open, closed, soft, hard fact, information seeking and evaluative questions.

Section Three – Developing Basic Selling Techniques

Aims

At the end of this section learners should be able to:

- Demonstrate an understanding of the importance of selling.
- Realise the importance of being proactive within a selling role.
- Describe product and service benefits to customers.
- Handle selling objections.
- Explain how to close a sale.

Indicative Content

- 3.1 Recognise the importance of looking for selling opportunities in every customer situation.
- 3.2 Explain the difference between proactive and reactive selling, selling add-on's; descriptive selling; up-selling; cross-selling and substitute selling within all sectors and types of businesses.
- 3.3 Describe how to sensitively, sympathetically and constructively handle customer objections about products and services that you are selling.
- 3.4 Identify different methods for a customer to confirm that they are making their purchase.

Section Four – Effective Communication in Selling Situations

Aims

At the end of this section learners should be able to:

- Demonstrate an understanding of the importance of using effective communications in selling situations.
- Explain how to recognise a customer's response in selling situations.
- Identify the most appropriate questioning and listening techniques within selling.
- Explain how to handle difficult communication situations.

Indicative Content

- 4.1 Explain the different forms of verbal and non-verbal communications appropriate to the selling function.
- 4.2 Describe how to use your voice effectively in selling situations – pitch, tone and speed.
- 4.3 Explain the different forms of non-verbal communications including: gestures, hand signals, posture and facial expressions.
- 4.4 Recognise the importance of listening, and how to show the customer that you are listening to them and their needs.
- 4.5 Recognise the verbal and non-verbal messages sent by the customer and how to respond to them effectively in order to deal with queries and close sales.

Assessment

Assessment will determine whether learners have achieved the standard required to obtain an International Introductory Award in Selling.

Learners will undertake a one-hour test that has 40 True/False style questions. The learner will need to select the correct answers and the pass mark is 80%. The test will be marked by City & Guilds.

Particular Assessment Requirements

It is important that particular assessment requirements of learners are recognised and provision made for these. Information on the assessment of learners with particular assessment requirements has been provided by City & Guilds and can be accessed on the City & Guilds website in the following document:

- Access to Assessment - candidates with particular requirements.

Delivery Advice

The total guided learning hours for this qualification are 7 and it is expected that learners will spend this time in a classroom based learning environment.