

## UNIT 305 (LEVEL 3 UNIT, 7 CREDITS)

**ORGANISE THE PROMOTION OF ADDITIONAL SERVICES OR PRODUCTS TO CUSTOMERS**

## Elements in this unit

When you have completed this unit, you will have proved that you:

- 305.1** can offer additional services or products
- 305.2** can organise support to promote use of additional services or products
- 305.3** can monitor the promotion of additional services or products
- 305.4** understand how to organise and promote services or products to customers.

## You should note

- 1** Your evidence should be collected when carrying out a real job, whether paid or voluntary, and when dealing with real customers, whether internal or external to the organisation. Evidence collected in a realistic working environment or a work placement is not permissible for this unit. Simulation is not allowed for any performance evidence within this unit.
- 2** You may collect the evidence for the unit through work in a private sector organisation, a not-for-profit organisation or a public services organisation.
- 3** You must provide evidence that shows you have done this over a sufficient period of time, with different customers on different occasions, for your assessor to be confident that you are competent.

## Assessed evidence

You need to show that you understand and are able to complete all the elements in this unit over a sufficient period of time, with different customers, on different occasions. Evidence may be gained through direct observation or products of work, recorded by your assessor and then referenced in the box below. On the next pages, these evidence references can be written in the relevant boxes of 'What you must cover', 'What you must do' and 'What you must know'.

Evidence reference	Evidence title	Assessment method

### Assessment method key

**O** Observation **Q** Questioning **PE** Product Evidence  
**WT** Witness Testimony **PD** Professional Discussion

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## What you must cover

Evidence reference should be entered in the shaded areas below. You must cover **all** the points listed.

### 1 You must provide evidence that you:

- a use agreed organisational procedures and systems

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- b create your own opportunities.

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### 2 Your evidence must show that you have:

- a taken responsibility for your own actions in promoting services or products

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- b used spontaneous customer feedback to identify opportunities for promoting services or products

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- c used customer feedback that you have requested to identify opportunities for promoting services or products.

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### 3 Your evidence must include examples of:

- a existing customers extending their use of your services or products

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- b new customers making use of your services or products.

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## What you must do

Evidence reference should be entered in the shaded areas below. You must do **all** the points listed.

### 305.1 To offer additional services or products, you must:

305.1.1 offer additional services or products to customers

305.1.2 identify the benefits of offering additional services or products for customers and the organisation

305.1.3 explain the features and benefits of additional services or products to customers

305.1.4 identify ways of encouraging customers to ask about additional services or products.

### 305.2 To organise support to promote use of additional services or products, you must:

305.2.1 discuss with others ways of promoting additional services or products to customers

305.2.2 implement procedures to ensure that customers interested in additional services or products are dealt with promptly

305.2.3 promote services or products which will suit customers but which are supplied from outside your own area of the organisation

305.2.4 help customers to access services or products which are supplied outside of your own area of the organisation.

### 305.3 To monitor the promotion of additional services or products, you must:

305.3.1 devise methods to inform customers about additional services or products

305.3.2 use different methods to inform customers about additional services and products, and record successes and failures against each method

305.3.3 use your record of successes and failures to identify the best approach for offering additional services or products

305.3.4 share information with others regarding the best approach to take when offering additional services or products to customers.

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## What you must know

Evidence reference should be entered in the shaded areas below. You must know **all** the points listed.

**305.4 To understand how to organise and promote services or products to customers, you must be able to:**

305.4.1 describe your organisation's procedures and systems for encouraging the use of additional services or products

305.4.2 explain how the use of additional services or products will benefit your customers

305.4.3 describe the main factors that influence customers to use your services or products

305.4.4 explain how to introduce additional services or products to customers outlining their benefits, overcoming reservations and agreeing to provide the additional services or products

305.4.5 describe how to give appropriate, balanced information to customers about services or products.

## Unit sign-off

The evidence for this unit is valid, sufficient and an authentic record of the candidate's current competence and has been assessed under the requirements of the assessment strategy.

I confirm that the evidence provided is a result of my own work.

Signature of candidate	Date
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I confirm that the candidate has demonstrated competence by satisfying all of the criteria for this unit.

Signature of assessor	Date
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Countersignature of assessor	Date
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Signature of IV (if sampled)	Date
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Countersignature of IV	Date
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Signature of EV (if sampled)	Date
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