Unit 233 Handling objections and closing sales

UAN:	**M/502/8606**
Level:	Level 2
Credit value:	3
GLH:	22
Relationship to NOS:	This unit is linked to
Assessment requirements specified by a sector or regulatory body:	This unit is endorsed by the Council for Administration, the standard setting organisation for business skills.
Aim:	For those assessment criteria which are performance related the most likely form of evidence is assessor observation.

Learning outcome
The learner will: 1. understand how to handle sales objections
Assessment criteria
The learner can: 1.1 explain the difference between standard and non-standard sales objections 1.2 explain how to clarify objections and identify potential sales opportunities from them 1.3 describe how to use questioning techniques to explore and resolve customer issues 1.4 explain how to empathise with and reassure the customer 1.5 explain the difference between hypothetical and real objections 1.6 explain how knowledge of products and services can be used to answer objections 1.7 explain how competitor activity may affect the potential sale 1.8 describe how industry/sector pricing structures may have an impact on sales objections 1.9 explain the scope of authority and responsibility when dealing with objections 1.10 state who to go to when in need of support to overcome objections.

Learning outcome
The learner will: 2. understand how to close the sale
Assessment criteria
The learner can: 2.1 explain how to identify verbal and non-verbal buying signals as signs of whether to move towards closing the sale 2.2 explain how to perform a trial close 2.3 explain how to identify further potential add-on, up-selling or cross-selling opportunities prior to closing the sale 2.4 explain potential barriers to closing the sale 2.5 explain a range of ways to close the sale.

Learning outcome
The learner will: 3. be able to handle objections
Assessment criteria
The learner can: 3.1 clarify the nature and extent of objections 3.2 explain to the customer the concessions available within the scope of authority 3.3 follow organisational procedures for dealing with objections 3.4 promote the benefits of products and/or services to overcome objections 3.5 use testimonials to overcome objections 3.6 refer to those in authority when dealing with objections outside the scope of own authority.

Learning outcome
The learner will: 4. be able to close the sale
Assessment criteria
The learner can: 4.1 perform a trial close and ask for the order when objections have been met 4.2 make use of add-on, up-selling or cross-selling opportunities 4.3 follow organisational procedures for accepting confirmation of an order.