Unit 317 Negotiating, handling objections and closing sales

UAN:	**F/502/8612**
Level:	Level 3
Credit value:	4
GLH:	22
Relationship to NOS:	This unit is linked to Council for Administration Sales NOS: SLS76 Handle objections and close sales.
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 objections and negotiate with the customer
Assessment criteria
The learner can: 1.1 describe the scope of authority and responsibility when dealing with objections 1.2 identify the resources available to counter the sales objections 1.3 describe how to plan and prepare for negotiation 1.4 describe how to use testimonials to progress a sale 1.5 explain the advantages and disadvantages of different methods of closing a sale 1.6 explain organisational procedures for documenting the negotiated sale.

Assessment Guidance
Evidence may be supplied by: • reflective account • professional discussion • questioning

Learning outcome
The learner will: 2. be able to prepare for objections and negotiation with the customer
Assessment criteria
The learner can: 2.1 identify possible sales objections and appropriate responses prior to dealing with the customer 2.2 confirm authorisation to negotiate 2.3 prepare a negotiation plan that is capable of providing a mutually acceptable outcome.

Assessment Guidance
Evidence may be supplied by: • product • professional discussion • questioning • reflective account • witness testimony

Learning outcome
The learner will: 3. be able to handle objections
Assessment criteria
The learner can: 3.1 identify customer needs and wants in relation to objections by using a variety of questioning techniques 3.2 identify and prioritise customers' concerns 3.3 provide evidence to the customer of the strengths of the organisation's products or services 3.4 confirm with the customer that the objection(s) have been overcome 3.5 identify and respond to verbal and non-verbal buying signals in a way that is consistent with the nature of the signals.

Assessment Guidance
Evidence may be supplied by: • product • observation • professional discussion • questioning • reflective account • witness testimony

Learning outcome
The learner will: 4. be able to negotiate with the customer
Assessment criteria
The learner can: 4.1 carry out negotiations according to negotiation plan 4.2 promote the benefits of what is being offered to the customer 4.3 explain to the customer when and why no further adjustment is possible 4.4 obtain support to progress negotiation that is outside own level of authority

Assessment Guidance
Evidence may be supplied by: • product • observation • professional discussion • questioning • reflective account • witness testimony

Learning outcome
The learner will: 5. be able to close the sale following negotiation
Assessment criteria
The learner can: 5.1 apply a trial close in accordance with the negotiation plan 5.2 respond to any further objections and concerns 5.3 identify and make use of potential add-on, up-selling or cross-selling opportunities 5.4 summarise agreements made in accordance with organisational procedures and close the sale.

Assessment Guidance
Evidence may be supplied by: • product • observation • professional discussion • questioning • reflective account • witness testimony.