

## Unit 317

## Negotiating, handling objections and closing sales

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| <b>UAN:</b>  | <b>F/502/8612</b>   |
| <b>Level:</b>  | Level 3   |
| <b>Credit value:</b>   | 4   |
| <b>GLH:</b>  | 22  |
| <b>Relationship to NOS:</b>  | This unit is linked to Council for Administration Sales NOS: SLS76 Handle objections and close sales.                 |
| <b>Assessment requirements specified by a sector or regulatory body:</b> | This unit is endorsed by the Council for Administration, the standard setting organisation for business skills.       |
| <b>Aim:</b>  | For those assessment criteria which are performance related the most likely form of evidence is assessor observation. |

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| <b>Learning outcome</b>   |
| The learner will:<br>1. understand how to handle objections and negotiate with the customer   |
| <b>Assessment criteria</b>  |
| The learner can:<br>1.1 describe the scope of authority and responsibility when dealing with objections<br>1.2 identify the resources available to counter the sales objections<br>1.3 describe how to plan and prepare for negotiation<br>1.4 describe how to use testimonials to progress a sale<br>1.5 explain the advantages and disadvantages of different methods of closing a sale<br>1.6 explain organisational procedures for documenting the negotiated sale. |

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| <b>Assessment Guidance</b>   |
| <b>Evidence may be supplied by:</b> <ul style="list-style-type: none"><li>• reflective account</li><li>• professional discussion</li><li>• questioning</li></ul> |

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

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| <b>Assessment Guidance</b>   |
| <b>Evidence may be supplied by:</b> <ul style="list-style-type: none"> <li>• product</li> <li>• professional discussion</li> <li>• questioning</li> <li>• reflective account</li> <li>• witness testimony</li> </ul> |

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

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| <b>Assessment Guidance</b>  |
| <b>Evidence may be supplied by:</b> <ul style="list-style-type: none"> <li>• product</li> <li>• observation</li> <li>• professional discussion</li> <li>• questioning</li> <li>• reflective account</li> <li>• witness testimony</li> </ul> |

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

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| <b>Assessment Guidance</b>  |
| <b>Evidence may be supplied by:</b> <ul style="list-style-type: none"> <li>• product</li> <li>• observation</li> <li>• professional discussion</li> <li>• questioning</li> <li>• reflective account</li> <li>• witness testimony</li> </ul> |

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

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| <b>Assessment Guidance</b>   |
| <b>Evidence may be supplied by:</b> <ul style="list-style-type: none"> <li>• product</li> <li>• observation</li> <li>• professional discussion</li> <li>• questioning</li> <li>• reflective account</li> <li>• witness testimony.</li> </ul> |