Unit 318 Obtaining and analysing sales-related information

UAN:	**R/502/8615**
Level:	Level 3
Credit value:	4
GLH:	24
Relationship to NOS:	This unit is linked to Council for Administration Sales NOS: SLS11 Obtain and analyse sales-related information.
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:	This unit aims to provide the knowledge and skills needed to obtain and analyse information that helps to understand the markets for products and/or services and the volume, mix and value of the products or services sold.

Learning outcome
The learner will: 1. understand the uses of sales-related information
Assessment criteria
The learner can: 1.1 explain the importance of up-to-date information for sales planning purposes 1.2 explain the benefits and risks of using a range of information sources to support sales activities 1.3 explain the limitations of sales-related information 1.4 explain the importance of reviewing sales data requirements for current and future use.

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

Learning outcome
The learner will: 2. understand how to use tools and methods to analyse sales-related information
Assessment criteria
The learner can: 2.1 explain the advantages and disadvantages of different systems to gather sales-related information 2.2 explain how to use different software packages for analysing and presenting sales-related information.

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

Learning outcome
The learner will: 3. be able to obtain sales-related information about customers, markets and competitors
Assessment criteria
The learner can: 3.1 specify the information needed to develop an understanding of customers, competitors and markets 3.2 identify sources that are capable of providing the required information about the organisation's markets, customers and competitors 3.3 collate sales-related information using planned systems and taking ad hoc opportunities to gather information, in a way that enables data manipulation, analysis and interpretation.

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

Learning outcome
The learner will: 4. be able to use tools and methods to analyse sales-related information
Assessment criteria

The learner can:

4.1 select analytical tools and methods that are capable of providing the required degree of analysis of sales-related information

4.2 define the information needs of the target audience for different types of sales-related information

4.3 use the analytical protocols that are appropriate to the selected tools and methods

4.4 identify issues, trends, themes, linkages and interdependencies from an analysis of sales-related information

4.5 validate the reliability and validity of the findings of the analysis

4.6 provide sales-related information to the target audience within the agreed timescale and budget.

Assessment Guidance

Evidence may be supplied by:

- product
- professional discussion
- questioning
- reflective account
- witness testimony
- observation.