Unit 319 Buyer behaviour in sales situations

UAN:	**K/502/8622**
Level:	Level 3
Credit value:	3
GLH:	27
Relationship to NOS:	This unit is linked to Council for Administration Sales NOS.
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, understanding and skill necessary to enable the sales person to respond to different members of the decision-making unit, whether in consumer markets or organisational markets.

Learning outcome
The learner will: 1. understand the impact of different models of buyer behaviour on the sales cycle
Assessment criteria
The learner can: 1.1 explain the consumer buying decision-making process 1.2 explain how the consumer buying decision-making process affects the sales cycle 1.3 describe the influences that affect the consumer decision-making process 1.4 explain the organisational buying decision-making process 1.5 explain how the organisational buying decision-making process affects the sales cycle 1.6 describe the influences that affect the organisational buying decision-making process 1.7 explain the impact of the different roles within the decision-making unit on the sales cycle.

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

- questioning

Learning outcome
The learner will: 2. be able to respond to the buyer at each stage of the decision making process
Assessment criteria
The learner can: 2.1 use the methods for contacting customers, influencers and decision-makers appropriate to different stages of the buying decision-making process 2.2 respond to different decision-makers in a sales situation in a way that is appropriate to their role 2.3 use objections as buying opportunities 2.4 confirm solution(s) offered meet the needs and wants of decision-makers.

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