

Level 2 Award in Selling (7029-02)

October 2017 Version 1.1



Qualification at a glance

Subject area	Selling
City & Guilds number	7029
Age group approved	All
Entry requirements	None
Assessment	Multiple choice assessment
Fast track	Auto approval will apply to existing centres
Support materials	Qualification handbook Delegate workbook Qualification PowerPoint presentation Tutor notes
Registration and certification	Consult the Walled Garden/Online Catalogue for last dates

Title and level	GLH	TQT	City & Guilds number	Accreditation number
Level 2 Award in Selling	8	10	7029-02	600/5957/6

Version and date	Change detail	Section
1.1 October 2017	Added GLH and TQT details	Qualification at a glance and Introduction
	Removed QCF	Appendix 1



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1 Introduction

This document tells you what you need to do to deliver the qualification:

Area	Description
Who is the qualification for?	This qualification is suitable for anybody with some selling experience who wants to improve their skills. It is designed for people with selling responsibilities - but a current work placement is not required to do the qualification. Candidates might already be working in a selling role or looking to find a job in this sector.
What does the qualification cover?	This qualification covers the theory of selling, understanding the customer, developing basic selling techniques and effective communication in selling solutions.
Is the qualification part of a framework or initiative?	No
What opportunities for progression are there?	<p>This qualification allows candidates to progress into employment or to the following City & Guilds qualifications:</p> <ul style="list-style-type: none"> • 7711 Level 2 and 3 Sales • 7712 Level 2 and 3 Marketing • 9866 Sales Apprenticeship • 9890 Marketing Apprenticeship.

Structure

To achieve the Level 2 Award in Selling, learners must achieve 1 credit from the mandatory unit 201.

Level 2 Award in Selling			
Unit accreditation number	City & Guilds unit number	Unit title	Credit value
K/504/0494	201	Principles of Selling	1

Total Qualification Time

Total Qualification Time (TQT) is the total amount of time, in hours, expected to be spent by a Learner to achieve a qualification. It includes both guided learning hours (which are listed separately) and hours spent in preparation, study and assessment.

Title and level	GLH	TQT
Level 2 Award in Selling	8	10



2 Centre requirements

Approval

If your centre is approved to offer the qualification 7015-25 Introductory Certificate in Selling, you will be automatically approved for the 7029-02 Level 2 Award in Selling.

To offer this qualification, new centres will need to gain both centre and qualification approval. Please refer to the *Centre Manual - Supporting Customer Excellence* for further information.

Centre staff should familiarise themselves with the structure, content and assessment requirements of the qualification before designing a course programme.

Resource requirements

Centre staffing

Staff delivering this qualification must be able to demonstrate that they meet the following occupational expertise requirements. They should:

- be occupationally competent or technically knowledgeable in the area for which they are delivering training and/or have experience of providing training. This knowledge must be to the same level as the training being delivered
- have recent relevant experience in the specific area they will be assessing
- have credible experience of providing training.

Centre staff may undertake more than one role, eg tutor and assessor or internal verifier, but cannot internally verify their own assessments.

Assessors and internal verifiers

Assessor/Verifier (A/V) units are valued as qualifications for centre staff, but they are not currently a requirement for the qualification.

Continuing professional development (CPD)

Centres must support their staff to ensure that they have current knowledge of the occupational area, that delivery, mentoring, training, assessment and verification is in line with best practice, and that it takes account of any national or legislative developments.

Candidate entry requirements

City & Guilds does not set entry requirements for this qualification. However, centres must ensure that candidates have the potential and opportunity to gain the qualification successfully.

Age restrictions

There is no age restriction for this qualification unless this is a legal requirement of the process or the environment.



3 Delivering the qualification

Initial assessment and induction

An initial assessment of each candidate should be made before the start of their programme to identify:

- if the candidate has any specific training needs,
- support and guidance they may need when working towards their qualification.
- any units they have already completed, or credit they have accumulated which is relevant to the qualification.
- the appropriate type and level of qualification.

We recommend that centres provide an induction programme so the candidate fully understands the requirements of the qualification, their responsibilities as a candidate, and the responsibilities of the centre. This information can be recorded on a learning contract.

Support materials

The following resources are available for this qualification:

Description	How to access
Qualification Handbook	www.cityandguilds.com
Delegate Workbook	www.cityandguilds.com
Qualification PowerPoint Presentation	www.cityandguilds.com
Tutor Notes	www.cityandguilds.com



4 Assessment

Assessment of the qualification

Candidates must:

- successfully complete one multiple choice assessment for the mandatory unit

Time constraints

The following must be applied to the assessment of this qualification:

- Candidates must finish their assessment within the period of registration

Test specifications

The way the knowledge is covered by the test is laid out in the table below:

Test 1: Unit 201 Principles of Selling

Duration: 1 hour

Unit	Outcome	Number of questions	%
201	1 Understand the theories of selling	10	25
	2 Know the customer in a sales environment	8	20
	3 Understand basic selling techniques	13	33
	4 Understand effective communication in selling situations	9	22
Total		40	100

Recognition of prior learning (RPL)

Recognition of prior learning means using a person's previous experience or qualifications which have already been achieved to contribute to a new qualification. RPL is not allowed for this qualification.



5 Units

Availability of units

Below is a list of the learning outcomes for all the units.

Structure of units

These units each have the following:

- City & Guilds reference number
- unit accreditation number
- title
- level
- credit value
- unit aim
- endorsement by a sector or other appropriate body
- information on assessment
- learning outcomes which are comprised of a number of assessment criteria

Unit 201

Principles of selling

UAN:	K/504/0494
Level:	2
Credit value:	1
GLH:	8
Assessment requirements specified by a sector or regulatory body:	This unit is endorsed by CFA, the Sector Skills Council for Business and Administration.
Aim:	This unit is an introduction to selling covering an understanding of selling theory, the customer in a sales environment, basic selling techniques and communication to be used in selling situations. It can lead to improved selling performance and increased confidence when communicating with customers.

Learning outcome
The learner will: 1. Understand the theories of selling
Assessment criteria
The learner can: 1.1 State the functions of selling 1.2 State the functions of marketing 1.3 Describe the differences between marketing and sales 1.4 Describe the principles of the marketing mix 1.5 Describe the concept of market segmentation 1.6 Explain the links between sales, customer service and profitability 1.7 Describe the different stages in the selling cycle

Range
Marketing mix The 4 P's: price, product, place, promotion Stages Pre-sale, sale, post-sale

Learning outcome
The learner will: 2. Know the customer in a sales environment
Assessment criteria
The learner can: 2.1 Describe the process a customer goes through to make a buying decision 2.2 Describe the different motives people have for buying products and services 2.3 Describe questioning techniques and when to use them 2.4 Describe the difference between a feature and a benefit when selling a product or service

Range
Process Recognition of need, information search, evaluating alternatives, making the purchase decision, post-purchase feelings Motives Pride, profit, pain, pleasure Questioning techniques Open, closed, soft fact, hard fact, information seeking and evaluative questions

Learning outcome
The learner will: 3. Understand basic selling techniques
Assessment criteria
The learner can: 3.1 Describe the importance of selling to a business 3.2 Describe the difference between proactive and reactive selling 3.3 Describe different types of selling 3.4 Describe the importance of advising customers on products 3.5 Identify common objections a sales person will experience 3.6 Describe techniques for handling selling objections 3.7 Explain techniques for closing sales

Range
Types of selling Cross- Selling, up-selling, add ons, descriptive selling, substitute selling and suggestive selling Common objections Price, need, time, existing supplier Techniques Sensitive, sympathetic, constructive

Learning outcome
The learner will: 4. Understand effective communication in selling situations
Assessment criteria
<p>The learner can:</p> <p>4.1 Describe the different forms of verbal and non-verbal communications appropriate to selling</p> <p>4.2 Explain the importance of body language in a selling environment</p> <p>4.3 Explain the importance of listening to a customer and their needs</p> <p>4.4 Explain the concept of active listening</p> <p>4.5 Explain the advantages and disadvantages of using the telephone for selling</p> <p>4.6 Explain techniques for dealing with challenging communication situations</p>

Range
<p>Verbal Pitch, tone, speed</p> <p>Non-verbal Body language: gestures, hand signals, posture, facial expressions</p> <p>Body Language From Seller, from buyer</p> <p>Active Listening Comprehend, Retain, Respond</p> <p>Challenging communication situations Language barrier, Technical Jargon</p>



Relationships to other qualifications

Links to other qualifications

Mapping is provided as guidance and suggests areas of commonality between the qualifications. It does not imply that candidates completing units in one qualification have automatically covered all of the content of another.

Centres are responsible for checking the different requirements of all qualifications they are delivering and ensuring that candidates meet requirements of all units/qualifications.

Literacy, language, numeracy and ICT skills development

This qualification can develop skills that can be used in the following qualifications:

- Functional Skills (England) – see **www.cityandguilds.com/functionalskills**
- Essential Skills (Northern Ireland) – see **www.cityandguilds.com/essentialskillsni**
- Essential Skills Wales – see **www.cityandguilds.com/esw**



Appendix 1 Sources of general information

The following documents contain essential information for centres delivering City & Guilds qualifications. They should be referred to in conjunction with this handbook. To download the documents and to find other useful documents, go to the **Centres and Training Providers homepage** on **www.cityandguilds.com**.

Centre Manual - Supporting Customer Excellence contains detailed information about the processes which must be followed and requirements which must be met for a centre to achieve 'approved centre' status, or to offer a particular qualification, as well as updates and good practice exemplars for City & Guilds assessment and policy issues. Specifically, the document includes sections on:

- The centre and qualification approval process
- Assessment, internal quality assurance and examination roles at the centre
- Registration and certification of candidates
- Non-compliance
- Complaints and appeals
- Equal opportunities
- Data protection
- Management systems
- Maintaining records
- Assessment
- Internal quality assurance
- External quality assurance.

Our Quality Assurance Requirements encompasses all of the relevant requirements of key regulatory documents such as:

- SQA Awarding Body Criteria (2007)
- NVQ Code of Practice (2006)

and sets out the criteria that centres should adhere to pre and post centre and qualification approval.

Access to Assessment & Qualifications provides full details of the arrangements that may be made to facilitate access to assessments and qualifications for candidates who are eligible for adjustments in assessment.

The **centre homepage** section of the City & Guilds website also contains useful information such on such things as:

- **Walled Garden:** how to register and certificate candidates on line
- **Events:** dates and information on the latest Centre events

- **Online assessment:** how to register for GOLA/e-volve assessments.

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Useful contacts

UK learners General qualification information	T: +44 (0)844 543 0033 E: learnersupport@cityandguilds.com
International learners General qualification information	T: +44 (0)844 543 0033 F: +44 (0)20 7294 2413 E: intcg@cityandguilds.com
Centres Exam entries, Certificates, Registrations/enrolment, Invoices, Missing or late exam materials, Nominal roll reports, Results	T: +44 (0)844 543 0000 F: +44 (0)20 7294 2413 E: centresupport@cityandguilds.com
Single subject qualifications Exam entries, Results, Certification, Missing or late exam materials, Incorrect exam papers, Forms request (BB, results entry), Exam date and time change	T: +44 (0)844 543 0000 F: +44 (0)20 7294 2413 F: +44 (0)20 7294 2404 (BB forms) E: singlesubjects@cityandguilds.com
International awards Results, Entries, Enrolments, Invoices, Missing or late exam materials, Nominal roll reports	T: +44 (0)844 543 0000 F: +44 (0)20 7294 2413 E: intops@cityandguilds.com
Walled Garden Re-issue of password or username, Technical problems, Entries, Results, e-assessment, Navigation, User/menu option, Problems	T: +44 (0)844 543 0000 F: +44 (0)20 7294 2413 E: walledgarden@cityandguilds.com
Employer Employer solutions, Mapping, Accreditation, Development Skills, Consultancy	T: +44 (0)121 503 8993 E: business@cityandguilds.com
Publications Logbooks, Centre documents, Forms, Free literature	T: +44 (0)844 543 0000 F: +44 (0)20 7294 2413

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City & Guilds Group

The City & Guilds Group operates from three major hubs: London (servicing Europe, the Caribbean and Americas), Johannesburg (servicing Africa), and Singapore (servicing Asia, Australia and New Zealand). The Group also includes the Institute of Leadership & Management (management and leadership qualifications), City & Guilds Land Based Services (land-based qualifications), the Centre for Skills Development (CSD works to improve the policy and practice of vocational education and training worldwide) and Learning Assistant (an online e-portfolio).

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