



# Evidence Booklet

## OCR Level 2 Award/Certificate in Retail Knowledge

10360/10361

Unit 3: Understanding the retail selling process

### Level 2

**Candidate’s name (Block capitals)**.....

#### Instructions to candidates

Read the instructions carefully and complete all tasks in this booklet.

**I confirm that**

- the work in this booklet is my own work.
- I have not copied from anyone or any other sources.
- I have not allowed anyone to copy my work.

Candidate’s signature..... Completion date.....

When your evidence booklet is complete, sign and date the following declaration.

**Centre assessor’s name (Block capitals)**.....

I confirm that I have read the *Introduction for Tutors* overleaf.

I confirm that I have authenticated the candidate’s work and am satisfied that to the best of my knowledge the work produced is solely that of the candidate.

**I confirm that**

- all tasks have been completed
- I have marked the work following the assessment guidance
- the work meets the assessment criteria.

Centre assessor’s signature..... Completion date.....

(If applicable)

**Internal quality assurer’s (IQA) name (Block capitals)** .....

I confirm that I have checked this booklet and agree with the assessment decision.

IQA’s signature..... Date of quality assurance.....

(If applicable)

**Scribe’s name (Block capitals)**.....

I confirm that I have transcribed the candidate responses using their own words.

Scribe’s signature..... Date.....

# Introduction for tutors

The purpose of this evidence booklet is to provide a simple and manageable solution for gathering evidence for Unit 3 of this qualification.

## ASSESSMENT AND QUALITY ASSURANCE

All evidence **must** be marked before submission. This should be indicated through a tick and/or feedback comment on each answer. Tutors should check that there are no gaps in the evidence. Incomplete evidence must not be submitted. The relevant Assessment Criterion (AC) is listed against the title of each Task.

Scribed work **must** be annotated with the scribe's initials. If candidates require a scribe, further guidance can be found in the JCQ document: *Access Arrangements, Reasonable Adjustments and Special Consideration 2012-2013*. The application form for reasonable adjustments is available to download from the JCQ website: <http://www.jcq.org.uk/exams-office/access-arrangements-and-special-consideration/forms/form-vq-ia>

Centres should have an internal standardisation process in place to ensure consistency of assessment across assessors. For further guidance refer to the centre handbook which is available to download from the OCR website: [www.ocr.org.uk](http://www.ocr.org.uk)

## SUBMITTING EVIDENCE

Answers should be individual to the candidate and his/her own work. Staple together the tasks in numerical order. Do not submit evidence booklets in folders or plastic pockets. Do not submit group coursework, handouts or downloads.

All evidence submitted must be legible. If evidence is scanned for electronic submission, please ensure that the scanned copy is clearly legible and that pages are in the correct sequence and orientation.

A Candidate Submission Sheet must be completed in line with OCR Administration Guide. The sheets are available to download from the qualification pages on the OCR website: [www.ocr.org.uk](http://www.ocr.org.uk)

**Please note** that OCR is unable to return candidate work to centres, so centres may wish to take a copy before submitting evidence.

## FEEDBACK TO CENTRES

Examiner-moderators will complete an electronic Centre Feedback Report Form (e-NQF6) for each batch submitted. Reports are accessed through OCR Interchange.

## KEEPING UP-TO-DATE

Occasionally OCR may up-date these booklets. Please refer to the relevant qualification page on our website: [www.ocr.org.uk](http://www.ocr.org.uk) for the most up-to-date version.

## QUALIFICATION DETAILS

OCR Level 2 Award in Retail Knowledge – 500/6718/7

OCR Level 2 Certificate in Retail Knowledge – 500/6736/9

### The QCA Accreditation Number for this unit is:

Unit 3: Understanding the retail selling process – A/502/5806

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# Unit 3: Understanding the retail selling process

## CANDIDATE EVIDENCE BOOKLET

CENTRE NUMBER:	CANDIDATE NAME:
<b>Learning Outcome 1. Understand the five steps of the selling model</b>	
1a) Building a rapport is part of the selling model. Outline what happens when building rapport. (part AC1.1)	
Give <b>two</b> reasons why it is important to effectively build rapport at <b>the start</b> of the selling process. (AC1.2)	
Reason 1:	Reason 2:

1b) Effective questioning of customers is part of the selling model.

What does effective questioning mean? (part AC1.1)

Give **two** reasons why effective questioning of customers is important in the sales process. (AC1.3)

Reason 1:

Reason 2:

1c) Linking benefits to product features helps promote sales.

Outline what happens during this process. (part AC1.1)

Give **two** examples of how linking benefits to product features helps to promote sales. (AC1.4)

Example 1:

Example 2:

1d) Matching products to customers' needs is a key step in the selling model.  
 Outline what this step means. (part AC1.1)

Give **two** reasons why products must be matched to customers' needs. (AC1.5)

Reason 1:	Reason 2:
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1e) Closing the sale is the **final step** in the selling model.  
 Outline what this final step means. (part AC1.1)

Give **two** reasons why this is important as the final step in the selling model. (AC1.6)

Reason 1:	Reason 2:
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<b>Learning Outcome 2. Understand how questions are used to identify customers' needs</b>	
2a) Give <b>one</b> example of <b>each</b> type of question. Give <b>one</b> purpose of <b>each</b> type of question when selling to customers. (AC2.1, 2.2)	
<b>One</b> example of an ' <b>open</b> ' question is:	<b>One</b> purpose of ' <b>open</b> ' questions is to:
<b>One</b> example of a ' <b>closed</b> ' question is:	<b>One</b> purpose of ' <b>closed</b> ' questions is to:
<b>One</b> example of a ' <b>probing</b> ' question is:	<b>One</b> purpose of ' <b>probing</b> ' questions is to:

2b) For <b>each</b> of the scenarios in the table below identify <b>two</b> questions a sales assistant could ask to develop the sales opportunity. (AC2.3)	
<b>Scenario 1</b>  A customer in a DIY store is picking up and looking at different electric drills on the display.	Question 1 is:
	Question 2 is:
<b>Scenario 2</b>  A customer in a clothes shop is looking for an outfit for a wedding.	Question 1 is:
	Question 2 is:

<p><b>Learning Outcome 3. Understand the benefits and uses of product knowledge</b></p>		
<p>3a) Select <b>one</b> product offered by each of the retail businesses given below.</p> <p>For <b>each</b> product selected explain <b>one</b> way up-to-date product knowledge, and <b>one</b> way comprehensive product knowledge, could be used to promote sales. (AC3.1)</p>		
<p>High street retailer of furniture and home furnishings</p> <p>The <b>product</b> is:</p>	<p><b>One</b> way up-to-date product knowledge could be used to promote sales of the product is:</p>	<p><b>One</b> way comprehensive product knowledge could be used to promote sales of the product is:</p>
<p>Online retailer of electronic goods</p> <p>The <b>product</b> is:</p>	<p><b>One</b> way up-to-date product knowledge could be used to promote sales of the product is:</p>	<p><b>One</b> way comprehensive product knowledge could be used to promote sales of the product is:</p>



3b) Identify **three** products and for **each** describe **one** method for keeping product knowledge up-to-date. The descriptions must cover **three** different methods. (AC3.3)

Product **1** is:

A method of keeping product knowledge up-to-date is:

Product **2** is:

A method of keeping product knowledge up-to-date is:

Product **3** is:

A method of keeping product knowledge up-to-date is:



<b>Learning Outcome 4. Understand how sales are closed</b>	
4a) State what is meant by a 'buying signal'. (part AC4.1)	
A buying signal is:	
Describe <b>two</b> 'buying signals' a sales person should look for. (part AC4.1)	
Buying signal <b>1</b> is:	Buying signal <b>2</b> is:
4b) Describe <b>one direct</b> and <b>one indirect</b> way of closing a sale (AC4.2)	
<b>One direct way</b> of closing a sale is:	<b>One indirect way</b> of closing a sale is:

**END OF EVIDENCE BOOKLET**