

**Unit Title:** Handling objections and closing sales  
**OCR unit number:** 21  
**Sector unit number:** SAL2-14  
**Level:** 2  
**Credit value:** 3  
**Guided learning hours:** 22  
**Unit reference number:** M/502/8606

### Unit purpose and aim

Details to be confirmed later.

Learning Outcomes	Assessment Criteria	Teaching Content
<b>The Learner will:</b> 1 Understand how to handle sales objections	<b>The Learner can:</b> 1.1 Explain the difference between standard and non-standard sales objections	<ul style="list-style-type: none"> <li>• XXXXXXXX</li> <li>• XXXXXXXX</li> </ul>
	1.2 Explain how to clarify objections and identify potential sales opportunities from them	•
	1.3 Describe how to use questioning techniques to explore and resolve customer issues	•
	1.4 Explain how to empathise with and reassure the customer	•
	1.5 Explain the difference between hypothetical and real objections	•
	1.6 Explain how knowledge of products and services can be used to answer objections	•
	1.7 Explain how competitor activity may affect the potential sale	•
	1.8 Describe how industry/sector pricing structures may have an impact on sales objections	•

Learning Outcomes	Assessment Criteria	Teaching Content
	1.9 Explain the scope of authority and responsibility when dealing with objections	•
	1.10 State who to go to when in need of support to overcome objections	•
2 Understand how to close the sale	2.1 Explain how to identify verbal and nonverbal buying signals as signs of whether to move towards closing the sale	• XXXXXXX
	2.2 Explain how to perform a trial close	•
	2.3 Explain how to identify further potential add-on, up-selling or cross-selling opportunities prior to closing the sale	•
	2.4 Explain potential barriers to closing the sale	•
	2.5 Explain a range of ways to close the sale	•
3 Be able to handle objections	3.1 Clarify the nature and extent of objections	• XXXXXXX
	3.2 Explain to the customer the concessions available within the scope of authority	•
	3.3 Follow organisational procedures for dealing with objections	•
	3.4 Promote the benefits of products and/or services to overcome objections	•
	3.5 Use testimonials to overcome objections	•
	3.6 Refer to those in authority when dealing with objections outside the scope of own authority	•
4 Be able to close the sale	4.1 Perform a trial close and ask for the order when objections have been met	• XXXXXXX
	4.2 Make use of add-on, up-selling or crossselling opportunities	•
	4.3 Follow organisational procedures for accepting confirmation of an order	•

## Assessment

---

This unit is centre assessed and externally verified. In order to achieve the unit you must produce a portfolio of evidence which, on request, will need to be made available to the OCR external verifier. Portfolios of work must be produced independently and Centres must confirm to OCR that the evidence is authentic. An OCR Centre Authentication form is provided in the Centre Handbook.

## Evidence requirements

---

In order to achieve this unit you must demonstrate that you have met all of the stated learning outcomes and assessment criteria. Your assessor must be able to observe you in the workplace or you must provide tangible evidence of your real work activities.

You may collect evidence for the unit through work in a private sector organisation, a public sector organisation or a not-for-profit organisation.

You must provide evidence that shows you have done this over a sufficient period of time on different occasions for your assessor to be confident that you are competent.

## Guidance on assessment and evidence requirements

---

Please refer to the OCR Centre Handbook available from the OCR website [www.ocr.org.uk](http://www.ocr.org.uk)

## National Occupational Standards (NOS) mapping/signposting

---

This unit maps fully to competences outlined in the Sales NOS published by the CfA.

Occupational standards	Unit number	Title

## Functional skills signposting

---

This section indicates where candidates may have an opportunity to develop their functional skills.

Functional Skills Standards					
English		Mathematics		ICT	
Speaking and Listening		Representing		Use ICT systems	
Reading		Analysing		Find and select information	
Writing		Interpreting		Develop, present and communicate information	

## Resources

---

Access to photocopier, PC and printer is desirable but not essential.

Access to sources of under-pinning knowledge such as websites, books, journals, etc, might be of help, but you are not expected to reproduce other people's written work.

## Additional information

---

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850).

DRAFT