Unit Title:	**Demonstrate products to customers in a retail environment**
OCR unit number:	20
Sector unit number:	C.06
Level:	2
Credit value:	3
Guided learning hours:	15
Unit reference number:	J/503/5688

Unit purpose and aim

This unit assesses the occupational competence of individuals who are responsible for demonstrating the features and benefits of products to customers. This may be a group or a single customer.

Learning Outcomes	Assessment Criteria
The Learner will: 1 Understand how product demonstrations can help to increase sales	**The Learner can:** 1.1 explain the importance of knowing the difference between the 'features' and 'benefits' of products when demonstrating them 1.2 explain how demonstrating the features and benefits of products can help to promote and sell them 1.3 explain the importance of organising product demonstrations into logical steps and stages
2 Be able to make the preparations needed to ensure a safe and efficient product demonstration	2.1 take the necessary safety precautions before, during and immediately after demonstrating products 2.2 perform checks to ensure that all the equipment and products needed for the product demonstration are to hand before starting the demonstration
3 Be able to communicate to customers the features and benefits of the products being demonstrated	3.1 demonstrate products: • in a logical sequence of steps and stages • ensuring that all the product features and benefits the demonstration is intending to highlight are covered 3.2 provide accurate supporting commentary as needed that explains to customers the features and benefits of the product being demonstrated
4 Be able to tidy the demonstration area when a product demonstration is finished	4.1 explain the importance of tidying the demonstration area when the product demonstration is finished 4.2 clear equipment and products away after the product demonstration is finished in line with organisational procedures

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Assessment

This unit requires workplace assessment of occupational competence. It is internally assessed by centre staff and externally assessed by an OCR External Verifier.

The unit is competence-based. This means that it is linked to the candidate's ability to competently perform a range of tasks associated with their work.

The unit needs to be assessed in line with the relevant Sector Skills Council's (SSC's) Assessment Strategy or Principles. Skillsmart Retail's Assessment Principles for Retail Qualifications can be found on their website (www.skillsmartretail.com).

Assessment conducted by an external/peripatetic assessor must adhere to section 4.2.1 of Skillsmart Retail's '*Retail Qualifications Assessment Principles'*. As such, OCR requires the line manager or the owner/manager to sign and date the bottom of each unit Evidence Record Sheet (ERS) to both confirm their involvement and the candidate's competence. This should be on or prior to the signature and date provided by the assessor.

Evidence requirements

OCR does not stipulate the mode of delivery for the teaching of the content of this unit. Centres are free to deliver this unit using any mode of delivery that meets the needs of their candidates. Centres should consider the candidates' complete learning experience when designing programmes of learning.

Guidance on assessment and evidence requirements

You should refer to the '*Admin Guide: Vocational Qualifications* (A850)' for *Notes on Preventing Computer-Assisted Malpractice*.

National Occupational Standards (NOS) mapping/signposting

This unit is based on the NOS reference SSR.C210

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at www.ukstandards.co.uk.

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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	✔

Additional information

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